



DURAND AVENUE & WISCONSIN STREET  
CORRIDOR & MARKET VOIDS STUDY- FINAL  
VILLAGE OF STURTEVANT , WI

**MARCH 28<sup>TH</sup> , 2005**



Planning Consultant: Barrientos design & Consulting, Inc.

Market analysis : Hurtado Consulting , LLC

# 1. INTRODUCTION & PURPOSE OF THE STUDY

The Village of Sturtevant envisions that substantial residential and business growth over the next decade will affect the village's physical development. A series of recent events have come together to force development issues to be reexamined with a longer time frame in mind. These events include new land, a successful TID and industrial park, changes in rail line use, a potential new railroad crossing structure and increases in village population and the median income.

The Village Trustees foresee this growth and new land as an opportunity to create quality and balanced growth that will result in an attractive business and a living climate. Along with this growth and redevelopment, the Village wishes to maintain a "village feel" that is cohesive and visually harmonious.

As there have been no structured planning efforts to guide development along the main commercial corridors, the Trustees have now seized this moment as the time to plan out development 20 years into the future. Thus the intent of the Corridor study is to:

*Identify opportunities to enhance the future development and character of the Highway 11/Durand Avenue and Wisconsin Street corridors such that there is consistency, visual harmony and development compatibility. The extent of area includes all of Durand Avenue within Sturtevant and Wisconsin Street from Durand north to Charles.*

*Address traffic conditions, commercial uses, civic uses and identity, the corridor's visual environment, and its linkages to other uses throughout the Village. The study will then make specific recommendations to alter and improve the Corridor's streets, landscaping, signage, façade treatments, commercial uses and open space.*

Concurrent with the Corridor Study a Land Use and Voids Study has been undertaken to address the following:

*With undeveloped land that rests in Sturtevant having the prospect of being rapidly developed, the Village wants to determine what development opportunities exist that can enhance its commercial viability and tax base. At the same time, the Village wants to find opportunities to enhance the quality of life by determining what site development opportunities there are for public service, civic, recreational and green space activities.*

## STUDY METHODOLOGY

In October, 2004, the Village retained Barrientos Design & Consulting, Inc. of Milwaukee to initiate the planning process. The study process has involved these steps:

- Meetings with Village officials for orientation of study scope and direction setting
- Focus sessions with three groups: property owners along corridors; economic development committee members; real estate professionals; and allied government agencies.
- Assessment of infrastructure issues from discussions with the Village Engineer, the WI DOT, DNR and Village Administrator
- Study of Village maps indicating land use, zoning, streets and aeriels.
- Research into Historic sites
- Market analysis of retail activity and income growth in the area
- Public hearings to present findings
- Generation of development approaches, redevelopment areas, architectural goals landscaping and signage approach and gateway opportunities
- Recommendation for public improvements and actions

## STUDY INVOLVEMENT

The planning consultants recognize the following participants' input for the study:

- Village Board of Trustees
- Village Administrator
- Village Engineer
- Property Owners
- Real Estate Professionals
- Allied Government Agencies
- Wisconsin Department of Transportation
- Wisconsin Department of Natural Resources
- Racine County Economic Development Corporation

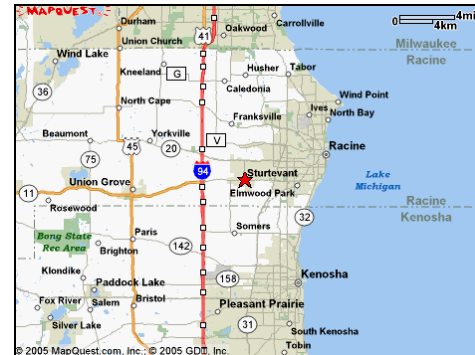
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## 2. REGIONAL SETTING & TRENDS

Sturtevant has many ideal economic, transportation and residential qualities that make it a quality place to live, work and recreate. Located along the Milwaukee-Chicago corridor it offers residents and businesses access to the whole sum of resources that are available in this extended metropolitan area and the same time it provides a safe, friendly village feeling.

The dominate metropolitan center is Racine to the east which has been redeveloping its center to facilitate more business, shops, downtown living, arts and cultural events and historic preservation. Surrounding Sturtevant is the Village of Mount Pleasant, a growing Village with much development activity as well. Mount Pleasant has completed recently a Comprehensive land use plan for its Village as it foresees steady growth which will surround Sturtevant. This year, Mount Pleasant announced plans to develop a multi-use business park on 2300 acres directly west of Sturtevant.



### HISTORICAL DEVELOPMENT OF CORRIDORS

Sturtevant is very tied to its history and roots; it started as a factory town centered on the railroad depot. In its first century it developed as many traditional towns developed across America; a town center focused on the train depot with civic and commercial tightly bundled around that core. Likewise, the residential development, in terms of parcel sizing and building locations, allowed easy foot travel to all key points in the Village with porches and building fronts addressing the public way.



The Village of Sturtevant was created around two main economic functions: the Sturtevant factory and the rail station. These two elements attracted industrial businesses and factory worker thereby reflecting the heritage of Sturtevant. Traditional housing stock is on smaller parcels with simple wood frame homes and business historically has consisted of small businesses and manufacturers.

Wisconsin Street was the village core for commerce, government transportation and housing up until the mid-1960's. Within this core a mix of structures developed ranging from hotels, restaurants, houses, shops and the Post Office. Much of the retail traffic was generated by both automobile drivers as well as residents walking to their destinations. Immediately surrounding this core, housing developed on tightly spaced lots. With Wisconsin Street being the core of the Village, the resulting housing development was primarily north of Durand Avenue.



The most significant structure was the Train Depot and with time, this building has become an icon and symbol of Sturtevant's past and character. Regionally, the train depot is the most identifiable feature by virtue of the daily Amtrak service between Milwaukee and Chicago. Today, many commuters from outside Sturtevant travel to the parking lot and board the train daily. 77% are from Racine County and 23% are from counties outside of Racine. Most, 85%, are heading south to travel to the Chicago area during the weekday. Of all the riders 45%, are using the trains for employment with recreation, shopping and vacation all equaling around 18% each for the users.



Second to the Train Depot, is the Klinkert Hotel an ornate Victorian structure which defines the early years of Sturtevant with its mansard roof and detail woodwork along its cornice and windows. Years later, restaurants were developed, however, none have the same substantial architectural character as the Klinkert Hotel.

While Wisconsin Street does not have many architectural heritage pieces, all the buildings have conformed to create a pedestrian friendly corridor that welcomes people to stroll around from shop to shop.

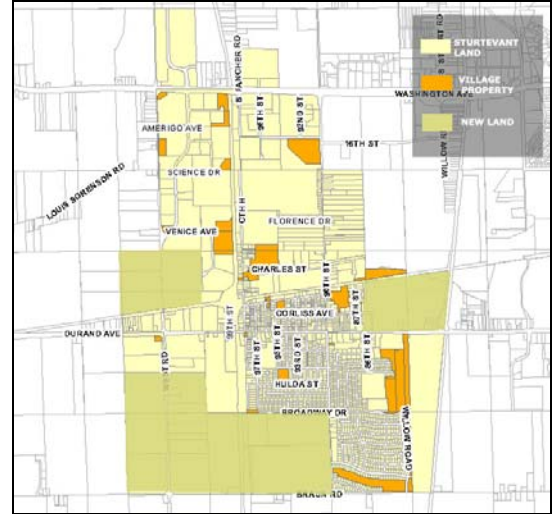
Durand Street, not being the main commercial strip, did not have substantial commercial structures built on it before the 1960's. There were mainly homes and churches on Durand and not much development of any kind south of the Avenue. During the 1960's, the DOT widened Durand Avenue to four lanes as part of their State Trunk Highway (STH) 11 reconstruction. This resulted in a greater ease of access to Interstate 94 and shifted commercial development from Wisconsin Street to Durand Avenue. This shift in development is a trend that continues in 2005 and into the foreseeable future.



## RECENT DEVELOPMENT & TRENDS

In the last 10 years many transportation, commercial and demographic forces have brought to light the challenges, threats and opportunities the Village faces. These major events include the following:

- In 2003, the Village completed a land agreement with the Village of Mount Pleasant, which resulted in the Village increasing its land by 600 acres, (30%). See the map to the right for an illustration of the new land.
- In 1994 the Village created a TID and invested into the site's infrastructure. There has been a positive return on investment and property values have risen in the TID.
- By 2004 the Renaissance Business Park opened up with all infrastructure in place and has attracted many new industrial facilities. One phase remains to be developed; the section north of STH 20.
- Developers are coming forward and proposing new housing and commercial buildings on the new land.
- The Train Depot will be moved north from Michigan Avenue to STH 20 in 2005.
- The Midwest High-speed Rail Initiative designated the rail line in Sturtevant as part of the proposed corridor.
- In 1999, the Wisconsin Department of Transportation (DOT) released a preliminary STH 11 study recommending an overpass or underpass over the rail line. Repaving of the STH is scheduled for 2009.
- The population of Sturtevant continues to grow faster than the rest of the County. The population has grown 39% from 1990 to 2000.
- The median income of residents has grown 57% over the same period. The average age of residents in the last 10 years has gone from 29 to 33 years of age.
- The ISO Insurance rating of the Village has gone down due to the professional full-time Fire-Department and Police Departments.
- In 2005, the Village of Mount Pleasant announced plans for a 2300-acre, multi-use business/resident park to be located between Sturtevant and I-94. This will result in the filling in of development from the west borders out to I-94 in the next 10 years.





### 3. TRANSPORTATION SYSTEMS

#### REGIONAL TRANSPORTATION & LINKS

A key attribute of Sturtevant is its pivotal location along key transportation lines the major destinations. Its very location is off the Chicago-Milwaukee corridor allowing business and commuters quick access to many other centers of commerce and living. I-94 is three miles from the west border of the Village and from that point commuters can reach downtown Milwaukee in 30 minutes and Chicago in 90 minutes.

For passenger and freight rail, the Canadian Pacific Rail (CP) and the Amtrak passenger service have a depot that is 75 minutes from Chicago and 30 minutes from Milwaukee.



Two major airports are located in the larger region allowing for easy travel and air freight. O'Hare Airport in Chicago is 80 minutes to the south and Mitchell Airport in Milwaukee is 25 minutes north.

Within Racine county, Sturtevant is connected by east-west links to Racine and out to western municipalities via STH's 20 and 11. Carrying large amounts of passenger and truck traffic, these STH's have become the main arterial of commerce for Sturtevant.

Public transit is provided by the City of Racine Bus system. This bus route runs through the Village and by the Depot allow commuters to access the rail system. The bus line stops in the early evening leaving any late travelers without any public transit options. There is also an Express Bus service that runs out to Interstate 94. There is no cab service currently in Sturtevant.

In the near future, there are three major transportation developments that will affect Sturtevant.

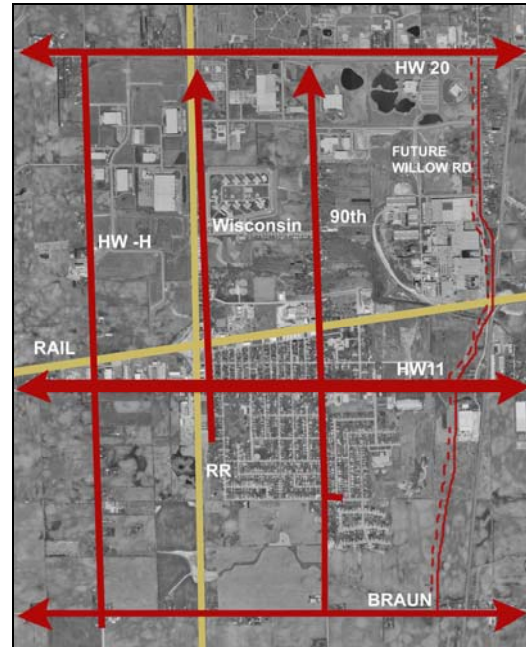
- First, the proposed widening of I-94 for the entire Kenosha-Milwaukee corridor, which will allow larger amounts of interstate commerce and travel.
- Secondly, a proposed high-speed rail corridor as part of the Midwest High-Speed Initiative, would travel in the current CP rail and maintain a stop in Sturtevant. This would link Sturtevant conveniently to downtown Chicago, Milwaukee and Madison.
- Thirdly, the proposed extension of the Chicago Metropolitan Transit Rail Authority's (METRA) commuter lines from Kenosha to Milwaukee. This would allow workers and commute to work along the whole corridor including downtown Chicago. The nearest proposed stations would be in Racine and Somers.

## TRANSPORTATION LINKS WITHIN THE VILLAGE

The main transportation links are illustrated in the adjacent diagram. Acting as the main arterials are STH 11/Durand Avenue and STH 20 on the northern edge. Both these arterials move traffic in an east-west direction. Acting as connector streets are CTH H/West Avenue, Wisconsin Street and 90<sup>th</sup> Street, both moving traffic north and south. To a lesser degree both Braun Road and Willow act as connector streets as well and it is anticipated that their roles will increase with roadway improvements and increased development.

In the near future, Willow Road will be extended north, crossing Durand Avenue and linking up with STH 20. This will provide a gap in north-south travel that is currently missing in this segment.

Based on this configuration and traffic studies to date, the main intersection of activity is the 90<sup>th</sup> Street and Durand Avenue one. Secondary to that are the intersections of CTH H, Wisconsin Street and 86<sup>th</sup> Street.



## TRAFFIC CONDITIONS

Durand Avenue is designated as State Trunk Highway (STH) 11 and the Wisconsin Department of Transportation (DOT) governs its designs and improvement schedules. It currently provides four lanes of traffic, (two in each direction) within a right-of-way (ROW) that varies in width from 66' to 71'. There are three intersections that are signalized: the 90<sup>th</sup> Street intersection; the "T" at 86<sup>th</sup> Street and CTH H/West Avenue intersection. Durand/STH 11 is considered an urban arterial street by DOT standards.

Daily traffic volume along Durand Avenue at the railroad crossing, has increased steadily in the last decade. From 1990 to 2000 traffic increased from an average daily volume of 12,420 to 16,000 cars; a 22% increase. From 2000 to 2020 traffic volume will go from 16,000 to 26,700; a 59% increase.

The DOT study projected that if no rail over/underpass is provided for, then by 2010, STH 11 will have marginal capacity to carry projected traffic volume. Additionally, the formation of vehicular queues at the railroad crossing when traffic is blocked, would cause blockages east of the intersections of 98<sup>th</sup> through 95<sup>th</sup> Streets.

The safety hazard history of the road is noted in the history of accidents. In 1997 it is documented that there were 13 accidents on Durand: 9 at Wisconsin Street; 3 at 105<sup>th</sup> Street, 1 on West Road and none at 97<sup>th</sup> Street. Over a three year period, (1995 – 1997) there were a total of 36 accidents on Durand with 50% of these being at Wisconsin Street. The DOT projects that accidents will double by 2020.

Table of Traffic Volume history and projections

1981	9,050
1990	12,420
1993	14,800
1996	14,800
1998	15,307
2010	20,900
2020	26,700

This trend was already noted when the 1994 TID/TIF district was established which set in motion the move of the train depot north to remove cross track delays at Durand Avenue.



## CONTROL & SAFETY OF ACCESS

A critical safety element for drivers and pedestrians along Durand Avenue is the numerous inlet points along the road: curb-cuts and driveways. This allows autos to enter into Durand Avenue traffic at many points along the road creating safety hazards. It is highly recommended that Village look at establishing an Access Control Plan.

## PEDESTRIAN CROSSING & SAFETY

As Durand Avenue becomes busier, as listed in the projections on previous page, the ability to cross Durand easily and safely will become increasingly difficult. While the distance crossing the lanes are currently not that far, the intense amount of traffic flow and speed makes crossing a hazard. The effect of this increasing traffic blockage will only serve to sever the Village between the north and south ends by not allowing residents (children, adults, and elderly) to freely cross or feel encouraged to cross over by foot, bicycle or other recreational device. This will hamper the Village's intent on keeping the feel of the community cohesive and tied together across the Durand Avenue divide. For shoppers, this deterrent to crossing safely will affect shopping decisions such as crossing the street to continue shopping.



## PUBLIC TRANSIT

Sturtevant has a great public transit asset by virtue of the Train Depot location. This train stop allows residents quickly and conveniently access downtown Milwaukee, Mitchell Airport and Chicago's downtown and suburbs. The Depot allows for visitors and other commuters to arrive, visit, shop or work in Sturtevant.

On the other hand, there is no bus service after 6 PM and there is no local taxi service. This disconnect in modes of transportation has reportedly left visitors to Sturtevant without any transportation and stranded in the evenings. Many of the train riders indicated in a survey that they were interested in bus, cabs and rental car services. This would lead to a more multi-modal form of seamless transportation for riders.

## RAILROAD CROSSING

Just west of Wisconsin Street, the railroad crossing is a major source of traffic delays and safety hazards. The Canadian Pacific Railroad (CP RR) owns the four lines along with a spur line junction just north of Durand Avenue. CP RR's trains generate 30 train crossings a day and the average train length is 80 cars. There are two rail yards for car storage; one north and one south of Durand; these are the sources of car switching activity.



The center two lines are operated by Amtrak which runs 14 train crossings a day with train lengths being from 3 to 12 cars. These trains make a stop at Sturtevant's depot, which is now scheduled to be relocated north up to STH 20.

Between the CP and Amtrak trains there are approximately 44 train movements daily across Durand Avenue with the average freight train length being 80 cars. With the total train crossings being 44, it is projected by 2020 that train movements will increase to 58 per day.

## RAIL RIDERSHIP INCREASES & HI-SPEED RAIL

A key future impact on the corridor is the potential upgrade of the rail line into a high-speed rail corridor. The Midwest Regional Rail Initiative has indicated that Sturtevant will become part of a Chicago-Milwaukee corridor and retain its position as a station. If and only if this comes to fruition, will the DOT initiate plans for building an over/underpass and reconstruct STH 11.

The Midwest Regional Rail System, MRRS, has proposed a speed rail system linking Sturtevant with the Chicago-Milwaukee corridor and beyond. In particular, Sturtevant would be more closely linked with the Milwaukee – Madison corridor as well and on up to Minneapolis.

Based on discussion with state rail representatives, annual train ridership will double by the first year of Hi-speed implementation. Currently with the Amtrak Hiawatha Milwaukee service, there are 14 runs a day totaling 470,000 riders annually. Already, Amtrak ridership has been increasing 17% each year as is and it is projected that Amtrak will add a new run in 2006. With the Hi-speed rail service in place, ridership is estimated to reach 1,000,000 people.

Time estimates as to when the Hi-speed rail service will actually start are dependent on federal funding for the program. The Chicago-Milwaukee-Madison corridors, though, are the first legs to be instituted in the Midwest system. By the state's estimate, one likely implementation scenario is federal funding achieved in 2006 and rail service start five years later, in 2011. If this is the case, then DOT would be on target with having an under/overpass constructed on Durand by 2011. (Contact: Randy Wade 608-266-9498 )

## TRAIN DEPOT RIDER HABITS

From a survey of 185 people conducted in January, 2005, the Village learned more about the uses and characteristics of the train station. In summary, the study determined the following:

- Most Depot users are from the Racine area, 77% with the remainder being from outside the county.
- Most users are heading south toward the Chicago area, 85%.
- Most people use the train 1 to 3 times per week, 69%
- Most are not using the train on the weekend, 62%
- The purpose of most trips is for employment, 45%
- If offered at the Depot, most would use a local bus services
- Amenities to be used the most include a vending or coffee machine.
- Compared to other depots, the majority rated Sturtevant's Depot poorly, 79%.

## TRANSIT-ORIENTED DEVELOPMENT

The rail line has a great potential to attract commuters to visit and shop in Sturtevant and could be become the focal point of a transit-oriented development approach. The train depot could be the focal point of intermodal connections along with shops, restaurants and services that cater to commuters and potentially resident commuters. More efforts could be made to advertise train usage at Sturtevant in coordination with Amtrak representatives. Precedent models of transit-oriented development and their successes can be seen in the Chicago suburbs that are served by the Metra commuter rail system.

## RAILROAD OVERPASS

With the possibility of a hi-speed rail conversion of the line, the DOT in 1999 initiated a study to explore the alternatives to crossing the rail lines. The highest rated benefits were listed as:

1. An overpass that would start from Stock Lumber and ending at 96<sup>th</sup> Street. The structure would rise up 25' over the track thereby creating a long row of columns beneath. At its ends, the overpass would be a grade structure with built-up retaining walls facing the existing properties. This cost estimate was \$6.6 million. The biggest community impact this overpass approach has is the visual obstruction it would create for properties along Durand Avenue, the blocking of Wisconsin Street and the "forest" of columns created underneath the roadway.
2. An underpass that would be slightly shorter in length than the overpass. The grade structure would depress into grade 22'. Wisconsin Street could possibly span over the underpass, however, the consultants showed it blocked off at the underpass and upgrading an alley to street level to allow Wisconsin Street access. The cost estimate was put at \$7.1 million. The biggest concerns with this approach would be the potential for mechanical failure of ejector pumps and eventual flooding of the roadway during heavy rainstorms.

## FUTURE ROAD IMPROVEMENTS BY DOT

Through its study conducted in 1999, Wisconsin DOT has recognized the continual increase in traffic and the congestion caused by the rail crossing. The study consultants noted that even without a hi-speed rail station in place, that by 2020 the crossing's back-ups would severely limit the road's capacity. This projection will be further verified by upcoming traffic studies that the DOT will be conducting later this decade.

For STH 11, the DOT has a two-phased approach to improving the road:

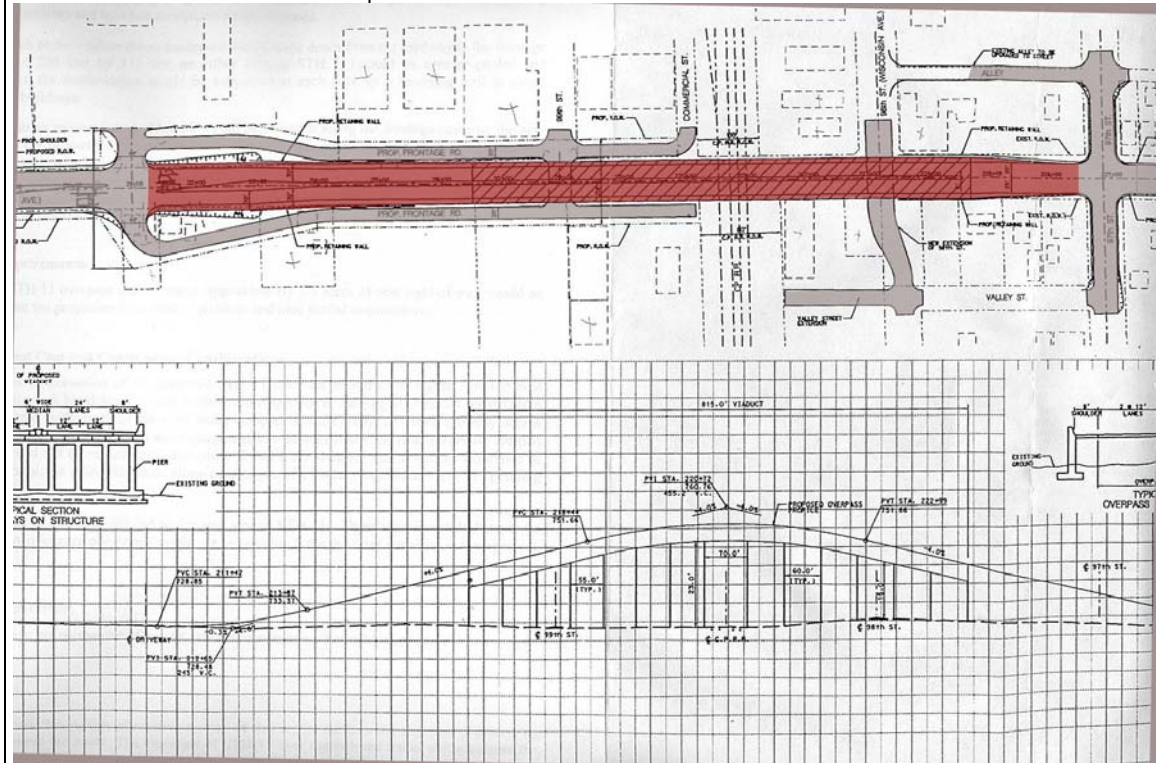
**Roadway Improvements:** involving a resurfacing of the road for the entire Village length. This is scheduled to be constructed in 2009. They will start assessment/design this spring of 2005 by doing initial traffic studies to identify safety hazards and accident history along the road. The resurfacing may involve milling down existing pavement and then re-paving. This work is not scheduled to include any other major improvements to the road for items such as: widening, turning lanes, curb radius increases or the Overpass. They did note that the Village could opt to have sidewalks with this repaving work.

**Roadway Reconstruction & RR Over/Underpass:** Both an Over/Underpass and reconstruction of the road of for the entire length of the Village would be done as one project. This would occur only if the rail corridor converts to Hi-speed rail service and it is tentatively planned for 2011. When DOT starts design for Reconstruction, their traffic engineers will do a more thorough traffic study and look at the need for major road improvements for items such as: left hand turn lanes, signalization, lane widening, curb construction, and crosswalks. Landscaping and sidewalk costs would be eligible for cost inclusion.

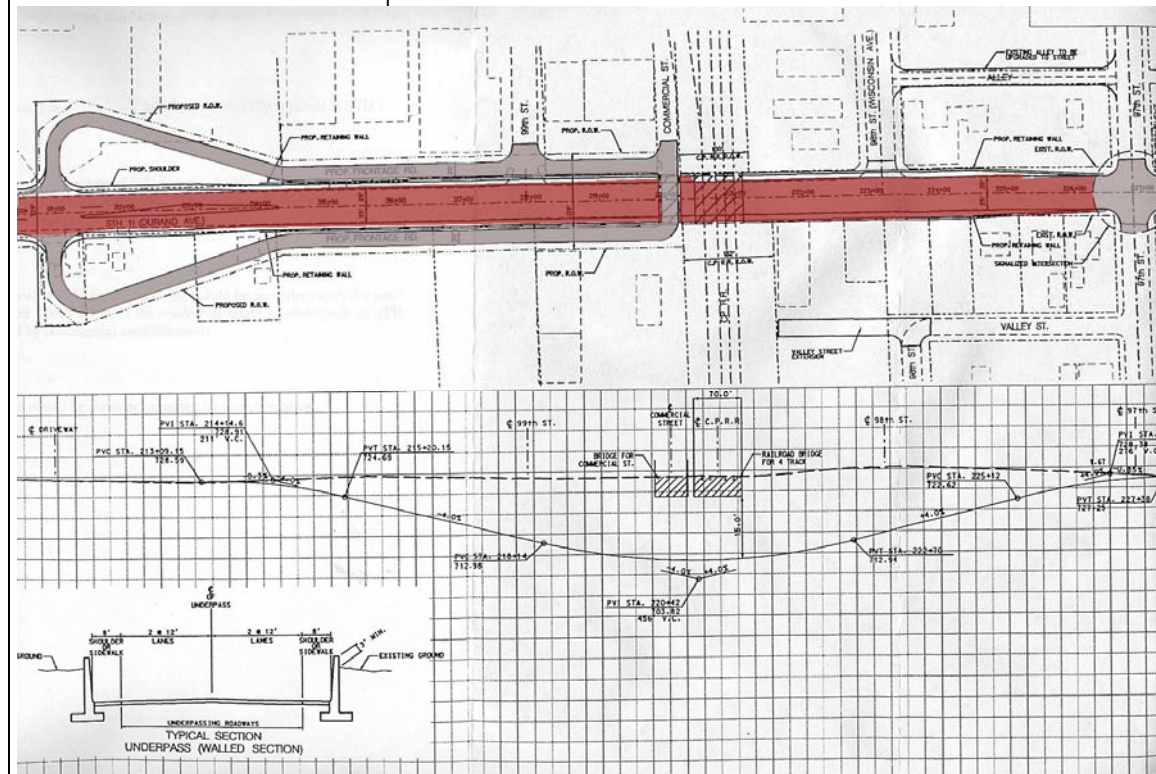
The DOT staff did not feel the Overpass option was finalized and that the Underpass option was still a viable option. At the time when planning starts for the Reconstruction, then they would re-evaluate the passing options. They would also conduct public hearings to gather input on the best approach.

From their observations of the Sturtevant traffic, they felt a traffic light was needed at Wisconsin Street and STH 11. A warrant process must be undertaken to statistically demonstrate the need for lights. STH 11, west of Sturtevant, has had improvements done recently. The DOT does not go back to a project for improvements any earlier than 20 years. *A check should be made as to the where that work ended on STH 11 on the west end.*

## Alternate 1: Railroad Overpass



## Alternate 2: Railroad Underpass



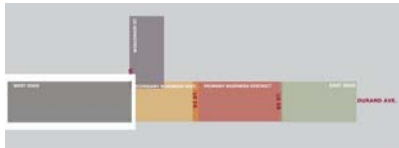


## 4. GENERAL CHARACTER OF THE CORRIDOR



In order to address the two mile length of Durand Avenue along with the Wisconsin Street Corridor, we have broken down the corridor lengths into five sections as described here.

### 1. West Edge: Durand from the Village border to Wisconsin Street




This section is the least developed portion of Durand Avenue with the densest development occurring on the north side of Durand just west of railroad. Within this section are a collection of light industrial and business-to-business stores characterized as being metal-paneled structures. The sites are mostly paved or gravel for parking and there is little landscaping or trees.

On the entire south side of Durand, there is open land except for two businesses. At the western end, acting as the Village's gateway, is a collection of residences set far back on their deep lots along with a few light industrial structures and yards. Thus, when people enter/visit Sturtevant, the setting they encounter is a mix of light industrial and agricultural uses.

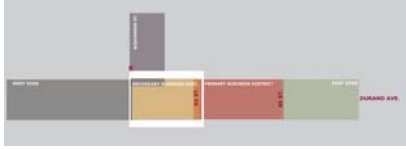
The intersection at Wisconsin has had a long history of commercial activity and appears to maintain its vigor. At this intersection are restaurants, banks and residences. This intersection is also the most hazardous in the Village due to traffic stacking which occurs when trains cross. This intersection has the greatest incident of traffic accidents and making left turns is hazardous.



West Edge Character		
		
		



## 2. Secondary Business District: Durand from Wisconsin Street to 92nd Street

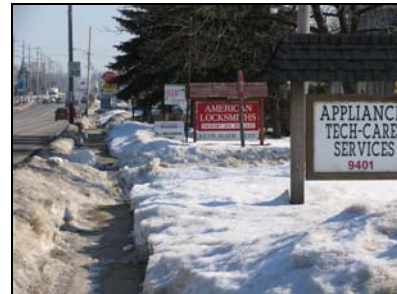


The section of Durand from Wisconsin Street to 92nd Street is characterized by a blend of traditional Sturtevant housing mixed in with institutional uses and retail/service activity. With the Avenue having high traffic and the land now zoned Business, many of the residential structures are in fact business such as insurance agencies. Typically, the business's in this section provide parking in the driveways and place their business signs in the front yards. The most significant institutional use is the converted school structure, which is now a retail shop.

As one enters the Village from the west, at first glance this area appears to be residential in use but closer inspection reveals its commercial side. This conversion of residential structures is due mainly to the zoning classification, which only allows Business uses and prevents improvements for home use.

Mixed in this stretch are a few homes of substantial character and potentially historic character as well. However, the majority of the residential structures are one-story ranches or bungalows being not more than 1200 SF in size. There has been little major building improvements done on this street over the last 10 years and therefore little investment has been made by the property owners for their part. Most of the property investment has been to convert the homes into small businesses, adding larger paved drives for parking and the installation of commercial signage.

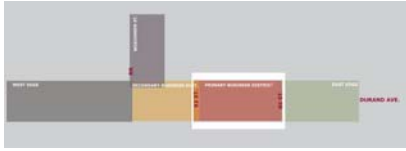
One asset of this section is the well developed trees that line the street reminiscent of its prior residential use as a traditional neighborhood. This along with the sidewalks and the close setting of the building to the street, help this stretch retain a traditional residential character.



### Secondary Business District Character



### 3. Primary Business District; 92nd to 86th Street



This section is currently the commercial center of Sturtevant and has seen the most building and site development in the last ten years. This area is the most densely populated with commercial activity and has seen the






most development in recent history. Key to its development is the intersection with 90<sup>th</sup> Street which pulls in traffic from the STH 20 to the north. From 92<sup>nd</sup> Street to 86<sup>th</sup> Street, Durand has the character of a contemporary commercial strip similar more to suburban or exurban areas. The intersection of 90<sup>th</sup> Street is the most active with three gas stations and one car dealership over the four corners. East of this intersection and on the north side there are houses settled back on deep lots on the north side. With no relationship to the north side, the south side has a mix of fast food, home improvement stores in larger box structures. A blue painted cinder block retail structure sits vacant and too close to the intersection with 86<sup>th</sup> Street. There are religious structures on the eastern edge of this zone and they have substantial parking lots facing Durand Avenue.



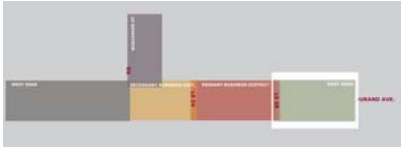
Parking facilities are restricted to each business's lots and most of these lots are poorly landscaped, paved, signed and striped, adding to visual disharmony and a lack of pedestrian scale. Moreover, there are no public parking facilities to allow shoppers to park once and visit to multiple sites. Some multi-family structures are just off the edge of Durand at 87<sup>th</sup> Street on both the north and south sides. The north side structures are architecturally less developed and the landscaping is lacking in pedestrian quality. In this same northern edge, there is close access to the Village Hall campus; a potential link to Durand Avenue. There is no civic presence or identity expressed to travelers along Durand. Thus, many drivers have no idea that they are actually passing through a town's center that is distinct from Mt. Pleasant or Racine.



#### Primary Business District Character

#### 4. East Edge: Durand from 86th to Village border (train trestle)









This eastern section of Durand Avenue is not as densely developed as the Primary Business District with sparsely developed office and retail facilities. The major business include Internet, (in process of closing) a retail strip mall/gas station and the Farm and Fleet with its large parking lot. Once a driver passes the train trestle, the first view of Sturtevant is the Internet office structure and the strip mall, which bermed high above the road. Moving westward into the Village, the next scene is one of open farmland with one big box retail outlet.

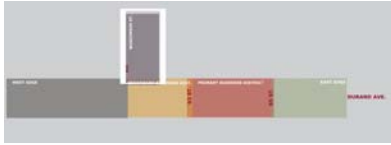
There is wide open rural land on the north side which represents part of the newly acquired land. The only structures on this north side are a "Wrightian" styled Usonian ranch house, (not registered as a Wright work) and a gambrel barn.

In the near future, Willow Road will be extending through Durand Avenue and form a critical north-south link between Durand and STH 20. It is anticipated that this will become a heavily traveled intersection that will link STH 11 and STH 20.



East Edge Character		
		
		

## 5. Wisconsin Street; from Durand Avenue north to Charles Street



Wisconsin Street is the historic core of the Village and still retains its heritage value in the hearts of any residents. Physically, this is justified by the presence of the Train Depot, the Klinkert Hotel, the Post Office and numerous retail uses.

The focus of this study is the segment from Durand Avenue north to Charles Street and involves four blocks of residential, commercial, light industrial, historical and institutional structures. A key focus of the Wisconsin Street is the Train Depot and the associated parking lot. This Depot and lot are the focal point of activity for many visitors and commuters who come to Sturtevant to board/depart the trains creating opportunities for them to stop, shop and eat in Sturtevant. However, they are greeted by an unpaved, unmarked unlandscaped parking and a streetscape of building that have had little investment put into them over the last 40 years.



A significant structure with much historic character is the Klinkert Hotel, which has Victorian features of an ornate cornice, bay windows and detailed brickwork. This building now sits vacant. Its owner has stated that he is holding off on any redevelopment until the Village takes action with the parking lot and street improvements.

While Wisconsin Street, historically hosted the Village Hall, it still retains the Post Office for the zip code area. This Post Office suffers from lack of reinvestment as well as there has been no expansion or upgrades to accommodate the increase in households or business served. The current lobby and service counter are undersized for their usage and the Post Office does not provide a parking lot for patrons. This in turns creates friction with the surrounding business owners as Post Office patrons will park in other business lots and not patronize that business where their car is located.



Wisconsin Street does have market place pull with its two restaurants, J.Q. Fox and the Castlewood with a third restaurant, the Hiawatha, at the intersection of Wisconsin Street and Durand Avenue. There are also various light industrial shops and even a dentist's offices mixed in with homes on the north end. The west edge of Wisconsin Street plays an important role in screening railroad activity while at the same time providing goods and services that are walkable distances from residences.





## WISCONSIN STREET CHARACTER








## 5. LAND USES & ZONING: By Zone

In this section, the study looks at the current land uses by each of the five zones and makes commentary on the direction of current developments. Below, for reference are the color keys for land use and zoning.

### LAND USE COLOR KEY

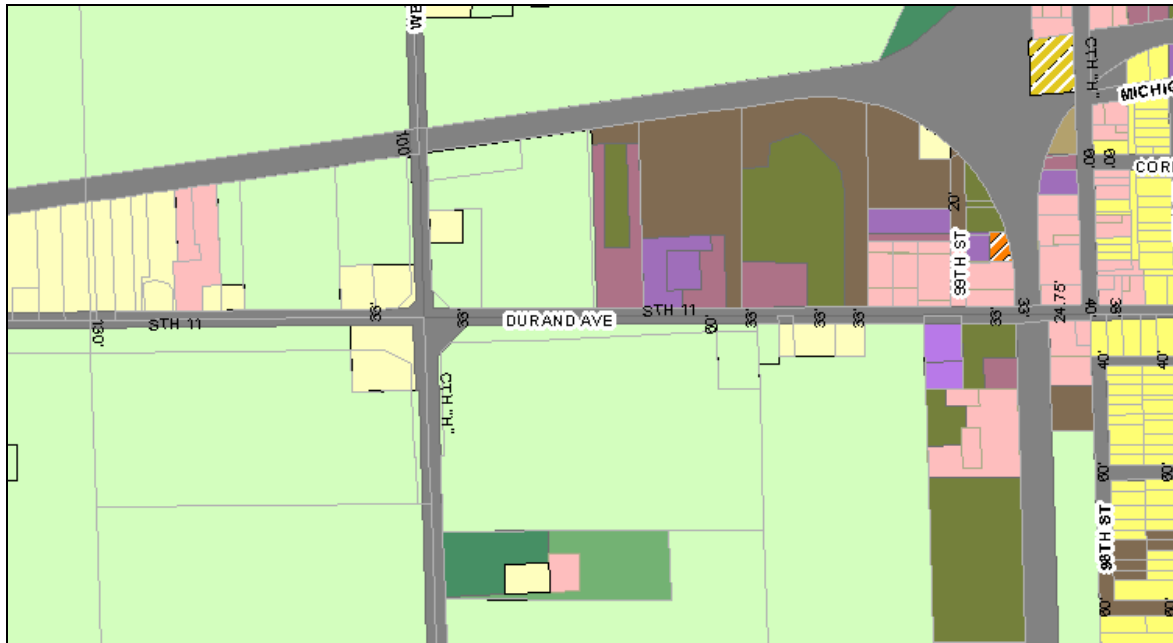
	<b>BUS TERMINAL, TRANSPORTATION-RELATED</b>		<b>RESIDENTIAL LAND , UNDER DEVELOPMENT</b>
	<b>CEMETERIES - REGIONAL</b>		<b>RETAIL SALES AND SERVICE</b>
	<b>COMMUNICATION AND UTILITIES</b>		<b>RURAL UNUSED LAND</b>
	<b>CROPLAND</b>		<b>SINGLE-FAMILY , LOW DENSITY RESIDENTIAL</b>
	<b>EXTRACTIVE</b>		<b>SINGLE FAMILY , MEDIUM-DENSITY RESIDENTIAL</b>
	<b>GOVERNMENT AND INSTITUTION, RELATED</b>		<b>SURFACE WATER</b>
	<b>GROUP QUARTERS- REGIONAL</b>		<b>TRACK RIGHT OF WAY</b>
	<b>INDUSTRIAL- RELATED</b>		<b>TWO FAMILY</b>
	<b>LAND FILLS AND DUMPS</b>		<b>URBAN UNUSED LANDS</b>
	<b>RECREATION</b>		<b>WETLANDS</b>
	<b>LOCAL EDUCATIONAL</b>		<b>WHOLESALING AND</b>
	<b>LOCAL GOV &amp; INDUSTRIAL</b>		<b>WOODLANDS</b>
	<b>STREETS</b>		
	<b>MANUFACTURING</b>		
	<b>MOBILE HOMES</b>		
	<b>MULTI-FAMILY LOW RISE, 1-3 STORIES</b>		
	<b>MULTIPLE LAND USE- RELATED</b>		
	<b>REGIONAL EDUCATIONAL</b>		
	<b>REGIONAL GOV &amp; INSTITUTIONAL</b>		
	<b>RESIDENTIAL-RELATED</b>		

### ZONING MAP KEY

	<b>R1/R2 - ONE OR TWO FAMILY RESIDENTIAL DISTRICT</b>
	<b>M-INDUSTRIAL DISTRICT</b>
	<b>B-BUSINESS DISTRICT</b>
	<b>MF-MULTI-FAMILY RESIDENTIAL DISTRICT</b>
	<b>I-INSTITUTIONAL</b>



## WEST EDGE: Village border west to Wisconsin Street



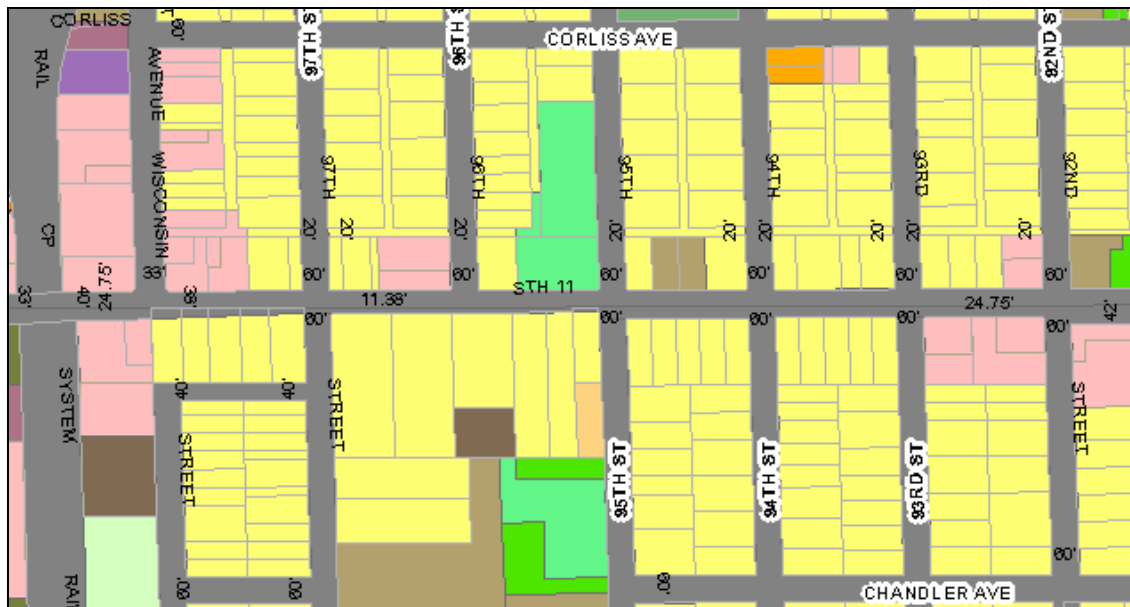
## LAND USES

- **INDUSTRIAL:** Industrial uses are clustered at the railroad intersection.
- **RETAIL:** On the West Edge, many of the industrial buildings have retail outlets or front service offices facing the street.
- **OFFICE DEVELOPMENT:** Many of the industrial buildings do maintain front offices as part of their primary industrial uses.
- **RESIDENTIAL USES:** There are a collection of residences at the border of the Village with their structures far off the road. At the intersection with CTH H, the one residence listed at the corner is actually conducting some kind of business storage.
- **CIVIC AND INSTITUTIONAL USES:** There are no civic and cultural uses.
- **OPEN FARMLAND:** This represents a significant portion of the land in the West Edge and illustrates how Sturtevant has not yet developed to its boundaries.

For many in the Village this is regarded as the most-used entryway to Sturtevant. The current appearance is industrial buildings of low quality and open farmland with no distinct landscaping or features. There is no strong demarcation or signage that lets people not only read they are in Sturtevant, but also perceive that they have entered a distinct municipality.

The current owners of the industrial properties note how their presence provides walkable employment places and economic representation of the small business owner. And traditional towns across America have the precedent of having small industrial shops sprinkled throughout the residences. This conveniently allowed people to walk to their employment or obtain services by foot.

## SECONDARY BUSINESS ZONE: Wisconsin Street to 92<sup>nd</sup>

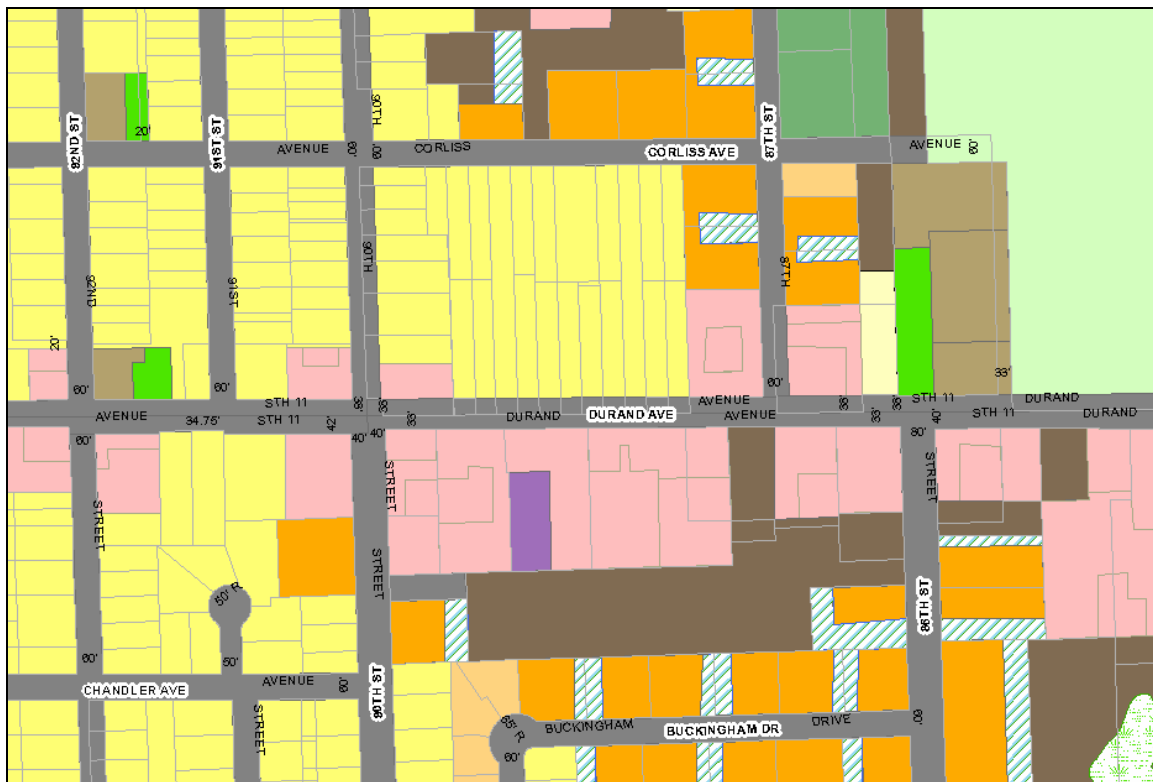


## LAND USES

- **INDUSTRIAL:** There are no industrial uses in this section. However, industrial sites exist adjacent to this section immediately west of the railroad tracks.
- **RETAIL:** There exists substantial retail and service establishments along this section particularly at each end. It's as if market forces are squeezing in on both sides toward the middle of the section. Many of the establishments are in converted structures: houses and churches. In fact, we judge that the above map does not truly reflect the actual level of retail services. Perhaps this is because the conversion from residential to retail has been recent or the owners are operating out of their domiciles and live where they work. Moreover, a significant retail establishment, the School Days Mall, is still listed as an educational use in the above map. The planning consultant also noted that many other sites listed above as residential as actually functioning as retail establishments
- **OFFICE:** There is a small amount of office presence in the form of service agencies. No professional offices or company headquarter type facilities exist.
- **RESIDENTIAL USES:** While the map above shows a large portion being residential, the consultant observed that many of these homes are function as retail/office uses. It is our opinion that 25% of this section is residential.
- **CIVIC AND INSTITUTIONAL USES:** Currently there are no civic uses but there is one active church in this section.

Moving eastward, this zone marks a rapid change in density of development compared to the openness of the West zone. Immediately upon crossing the tracks, there is a plethora of uses in a dense and a traditional town scale. The trees are mature, the buildings are lined in an orderly fashion along the street, their setbacks are close to the street and many of the buildings have steps, porches and overhangs that greet the pedestrian.

## PRIMARY BUSINESS ZONE: 92nd to 84th Street



## LAND USES

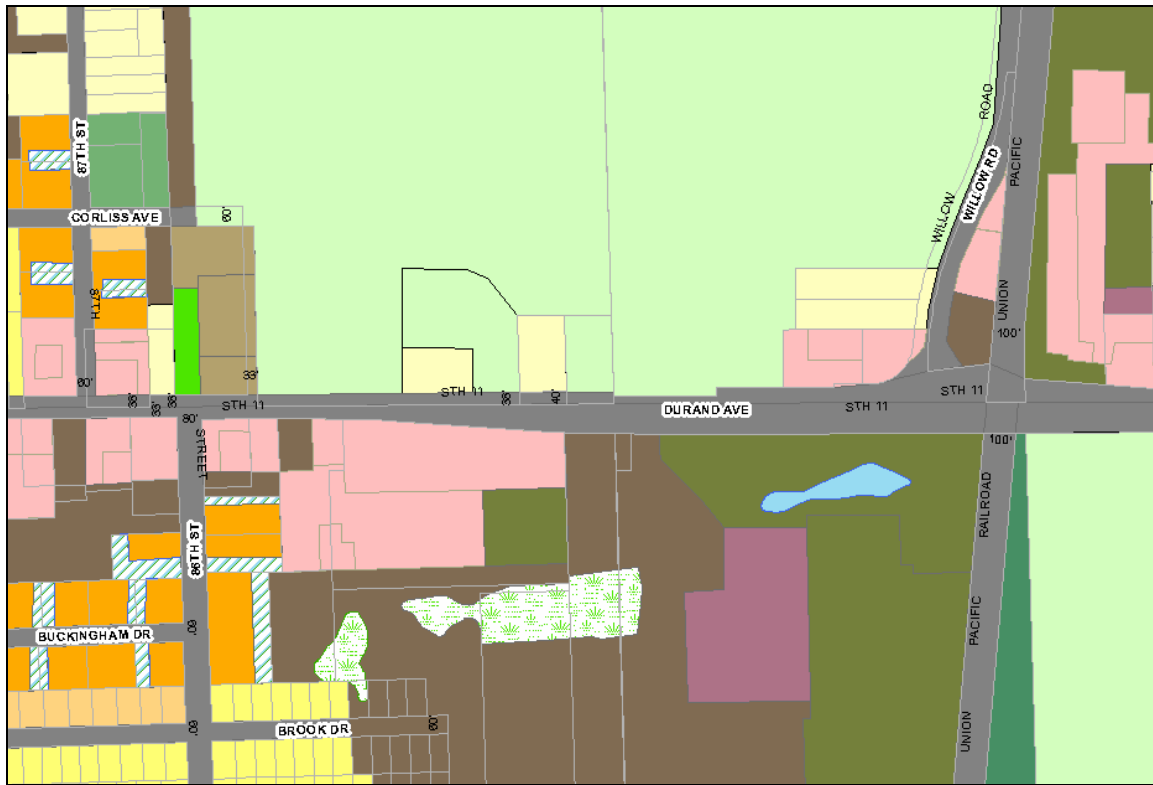
- **INDUSTRIAL:** The only industrial use is the Auer Steel building on the south side. The building and site are of low quality and have little substance or urban presence.
- **RETAIL/SERVICE:** Retail uses are predominant in the Primary Business District with gas stations, fast food outlets, home convenience stores, restaurants, retail outlets and banking service center available. One retail structure, the blue furniture store, sits vacant at the intersection with 86<sup>th</sup> Street. On the western edge of this zone, the retail buildings are smaller in scale and set closer to the street, similar to the homes they abut. For the rest of the middle section, the structures are set further back from the street and have extensive parking lots and signage in front. Most of these buildings are newer, dating from the 1970's. The intersection at 90<sup>th</sup> Street is dominated by gas and convenience stores along with one auto dealership. This results in the whole corner's appearance being dominated by gas station architecture, fueling pumps and canopies.
- **OFFICE DEVELOPMENT:** There are no dedicated office or professional service uses located in this area.
- **RESIDENTIAL USES:** On the western side there are few homes but these are squeezed in by retail uses on the sides. In the middle of this zone, there remains a stretch of more rural types homes set on deep lots. They have no connection to the rest of the residential neighborhoods making them an isolated grouping. Just off Durand Avenue there exist various multi-family residences thus indicating that some residents do appreciate being close to the retail services.
- **CIVIC AND INSTITUTIONAL USES:** The only institutional use in this zone is a church off 86<sup>th</sup> Street.

As the corridor transitions from the more residential scaled Secondary Business District, the Primary Business District rapidly opens up to larger parking lots, bigger signs and buildings that are set back further from the road. The emphasis is definitely more auto focused than pedestrian.

As the up-and-coming town center for Sturtevant, this zone conspicuously lacks a few key land uses common to other well-developed town centers. These include:

- **Public Parking lots.** While there are parking lots at each establishment, there are no Public Parking lot that allows a shopper to park once and freely walk to multiple shopping destinations.
- **Civic function or presence.** As drivers pass through the village, there is no visible presence of the municipalities governmental or community function.
- **Civic Memorial Space.** Many town centers will have a memorial that commemorates key events or individuals in that town's history.
- **Green Space.** A hallmark of traditional quaint villages of America's past most invariably included a town square or plaza that allowed residents and workers to gather for rest, recreation, cultural celebrations and entertainment. These may be combined with a civic memorial mentioned above along with distinct landscaping and street furniture. To a passing motorist this break in hard built space with a manicured urban green space, quickly catches the eye and communicates a town's identity.

## EAST EDGE: 84th to Village Border



**INDUSTRIAL:** The only industrial use is the Internet site, which will be closing by the end of 2005. This complex takes up a large portion of the eastern south edge of Durand.

**RETAIL:** Retail uses represent the most active use of this stretch of Durand Avenue. From the east end next to the train trestle exists an active strip mall and gas station. On the western end, the Farm and Fleet has an active presence.

**OFFICE:** The front portion of the Internet site contains a large office facility. This is the only office along this zone.

**RESIDENTIAL USES:** Residential use are negligible in this area. There is one active residence, the other being a barn.

**CIVIC AND INSTITUTIONAL USES:** No uses exist directly on the corridor, however, there is a church visible from the road.

**OPEN LAND:** This represents the largest use of land and is the result of the land agreement. The largest segment of open land is on the north side. A more divided segment of land is available on the south side.

The East Edge acts as the gateway from Mount Pleasant and from the west, it acts as a transition zone from the denser and older Primary Business Zone. On the north side and to the west, there exists, the traditional housing section of Sturtevant and it makes sense to continue this residential pattern into the north sector. In the near future, the Village will extend Willow Road north and cross Durand Avenue. This will create another potential commercial core and attract further retail and service uses. The Internet site could also be divided up into smaller office, industrial uses.

## URBAN DESIGN ELEMENTS OF THE CORRIDORS

### SIDEWALKS

One great attribute of Sturtevant is its maintenance of sidewalks for all streets in the traditional portion of the Village. These sidewalks have the potential to be a secondary transportation system for pedestrians, bicyclists and recreationists. They also help define a safe zone for pedestrians to approach the street, travel along it and arrive to their commercial destinations on Durand. These sidewalks also have the potential to lure visiting shoppers to stop in one lot and stroll over to the next set of stores.

On the West and East edge sections of Durand, there currently are no sidewalks as there is little development of the corridor.

### PARKING

Parking has been identified as a key issue for enhancing shopper's usability of the area. Each commercial establishment provides its own lot but many of these are too small to handle full capacity. Moreover, there is no on-street parking on Durand thus cutting out the possibility of convenient shopping stops.

On Wisconsin Street, there is parking both on the lots and on the street. There is also a train parking lot that is unpaved and marked. No fees are charged for this lot and most parkers are train riders.

The Post Office generates a parking demand that cannot be met by street parking. The result is parking in neighboring commercial lots by people who have no intent of patronizing their establishment.

### RECREATIONAL & GREEN SPACE

While there is plenty of undeveloped stretches of land on the Eastern and Western edges of the Village, there are no structured recreational green space or open civic function sites. In the Secondary Business District, there are plenty of mature broadleaf and fir trees that help create an orderly traditional town feel.

Landscaping elements are lacking along the corridors including: planters, tree grates, benches and lighting fixtures.





## UTILITIES

A great source of visual dissonance are the wooden utility poles that are only 3' in from the curb. These poles run along the entire of the Village and many are tilted at angles. The end effect is that drivers exiting parcels cannot see directly down the line of the street curb and see oncoming vehicles.

The utility poles are a combination of three utilities: We Energies for power, Ameritech for telephone and Time Warner for cable. The planner inquired into the feasibility of burying the power poles with We Energies staff and they estimated the cost for burying their power poles along with re-hooking customers would cost \$2–3 million for the secondary and primary business districts: from Wisconsin Street west to 86<sup>th</sup> Street. This figure does not include the cost of burying the telephone nor cable poles.



## SIGNAGE & WAYFINDING

To the passing motorist, there is no wayfinding nor directional signage to indicate where civic, cultural or recreational uses are. Moreover, as there are distinct districts along Durand Avenue, there are no neighborhood/district signs to indicate when you are crossing into a new area.

The Village also lacks a significant gateway sign/monument to communicate to motorists the character of the Village. The two likely candidate locations are the east and west ends of Durand Avenue. At the east end, motorists transition from Mount Pleasant, pass under a train trestle and enter Sturtevant without any marker signifying passage. At the west end, motorists pass a sole population marker in open farmland. Yet this area is likely to be developed in the next 10 years and Sturtevant should anticipate a fully developed corridor out to I-94.

On the commercial end, the signs have no consistency in placement on yards, sizing and type of sign systems. In the Secondary Business District, where there are residences converted to businesses, the sizing and placement of sign are in random order. There are lots where the signage is overly large in comparison to the one-story residence it stands in front of. In the Primary Business District signage is also random in placement, size and type. The result is a disorderly environment more akin to suburban strip developments.



## ARCHITECTURAL CHARACTER

Architectural character covers the buildings' materials, level detail, craftsmanship, style, relationship to the site and pedestrians, massing, profile, height and balance of solid and window openings. Overall, the Village architectural character has no specific historic style, consistency or unique attributes to make it distinct to Sturtevant. For each of the four districts the architectural character is generalized as such:

1. In the West Edge, the buildings are mainly industrial metal panel structures with simple gable profiles. At the far west edge of the Village, there are wood-frame, single story residences.
2. In the Secondary Business District, the buildings are mainly one and two story, wood frame residential structures. Most are one story bungalow or ranch style houses. There are a few masonry structures including an old school and a restaurant.
3. The Primary Business District has mix of gas stations, retail "box" stores, wood frame residents along with service buildings.
4. The East Edge currently has a dominant concrete paneled factory, a big box retail outlet, and on the north side, there are a few wood frame residences.
5. On Wisconsin Street, there are buildings with historical heritage value including the Train Depot and Klinkert Hotel. Beyond that the remaining buildings are a mix of masonry retail, service and industrial buildings.

Architectural Character of Corridor			
West Edge			
Secondary			
Primary			
East Edge			



## HISTORICAL HERITAGE

While Sturtevant does have some older buildings with character, none of them are registered with the State or National Historic Register. Some of the buildings have been placed on a list of some value for consideration but no further actions has been taken by either the Village or the State Historical Society. Please see the Appendix b. Potential Historic Sites for a listing of these structures.

Based on public input, the buildings with the most historic heritage value are the Train Depot and the Klinkert Hotel. Stylistically, these buildings are a mix of Victorian American, Turn-of-the-Century structures with detailed cornice lines and projecting masses compositionally.



## 6. CORRIDOR ISSUES, CHALLENGES & OPPORTUNITIES

Now that we have identified the current conditions of Durand and Wisconsin, this section assesses the problem issues, challenges and opportunities as seen by various community members and stakeholders. As part of this study's methodology, open forum focus sessions were conducted with the following groups:

1. Property owners along Durand and Wisconsin Street.
2. Economic Development Committee members
3. Real estate professional
4. Government officials from allied agencies.

The study also interviewed key people involved with the village including the Village Administrator and Village Engineer for insight into the corridor issues. The following is a summary of main issues and challenges. Appendix c. Focus Group Session Notes contains the full detailing of comments recorded.

### DURAND AVENUE ISSUES & CHALLENGES

Input from the focus group sessions has been grouped by the urban design elements shown.

#### 1) TRAFFIC

- West of RR, track needs a zoning change from Manufacturing to Commercial
- Rail switching backs up traffic. – change location of switching
- Concerned about future of the rail traffic
- Traffic flow is good. But too fast and heavy- need to find a way to slow traffic at businesses.
- Easy access from I-94 is good. Allows access to businesses outside Village such as IL and Kenosha
- Challenge is that Highway 11 is under WisDOT control and railroad tracks are under Canadian Pacific control.
- Would be good to slow traffic down for pedestrians
  - a) Provide turning lanes for more traffic control
- Traffic conditions:
  - a) More trucks
  - b) More traffic
  - c) More dangerous
- Biggest change occurred East of 90<sup>th</sup> Street on Durand
- Minimize access to Hwy 11
  - a) Create cul-de-sacs for some streets
- Have to keep traffic moving
- What kind of influence HW-20 and HW-K has on HW-11 for future development
- Slow down traffic through Village
- Racine County Economic Development Corp. offers their traffic studies
- New streets: Lori Lane could extend north from cul-de-sac.
- Between east and west side of the Village, there are no vehicular or pedestrian links. Study should address how to link the east and west sides of Village. Crossing of railroad tracks is problematic as CP Rail does not cooperate regularly or want to allow crossings.
- Sees need to slow traffic down along STH 11. Create a better landscape, with trees, pavings, light fixtures.
- For traffic control and safety, add left turn lanes.

## 2) RAILROAD CROSSING & ROAD IMPROVEMENTS

- Overpass and its construction will have a negative impact on businesses. Maybe the overpass needs to be an underpass Concerned about temporary closures that will lead to permanent closures – the effect of the overpass is one of the biggest issues
- If this is an overpass, will need to address way finding from north to south travel.
- What in the schedule for the Overpass final design and construction.
- Concerns about lack of firm plan regarding the overpass
  - a) Impacts on attracting potential investors
  - b) Two approaches needed
    - (1) With overpass – strategies to deal with
    - (2) Without overpass
- Anticipate keeping same amount of rail traffic on Hwy 11
- Prefer underpass
- If there is an overpass, need a landscape package, could be a place to overview the village upon approach.
- Improvements needed with overpass
- How to buffer RR and make that strip of land look good.
- RR Underpass design approach could have flooding problems.
- Village Administrator anticipates that Village will have to buy land to create a frontage road at the base of the Overpass.

## 3) PARKING

- Some say don't change the zoning west of the railroad or change zoning to east. One idea that came up was to make most of the area a mixed use area.
- Tremendous parking issues
- Cannot park on Hwy 11
- Cannot back out onto Hwy 11 (State ordinance)
- Need to find out what DOT design allowances are for commercial corridors and restrictions for street parking, turning lanes, medians and landscape enhancements
- Need off-street parking to keep businesses alive

## 4) UTILITIES

- Water service is currently wholesale, may go retail. They have to work out with the City of Racine whether to keep water wholesale or retail. There is also the possibility of selling the Sturtevant Water Utility to the City of Racine.
- A key delay factor for new building construction is the inability to negotiate water connections. This is affecting new development progress.
- While doing stormwater management can obtain Brownfield grants.
- Power poles are unsightly and should be looked into for burial. They are on the north side of the street. The State would need to commit to burying the poles.
- Potential to buy land on east end of STH 11.

## 5) VILLAGE CHARACTER & IDENTITY

- Customers like small, quaint town feel.
- Some don't want "Big Businesses" on corridor and prefer no change overall. Some prefer no change for area west of RR tracks.
- Durand is not Racine, need separate identity. Need separate character for the shops in Sturtevant
- Some like the downtown part of Kenosha others note that we are a village not a city like Kenosha.
- Annexed land from Mt. Pleasant needs a vision for use and growth.
- People feel safe in Sturtevant.
- How can you diversify yourself- don't want all highways to look the same or have the same developments
- There are no architectural standards or Village image

- a) Important to develop a vision (e.g. Renaissance Business Park)
- b) Too many building along Hwy 11 look like warehouse, not appropriate for entryway to town.
- West end of Hwy 11 as entry to Village shouldn't be all industrial, not appropriate anymore. Village has more than enough industrial land use. Should proportion in more office, retail and commercial.

#### 6) STREETScape, LANDSCAPING, GATEWAY IDENTITY

- Need to define edge of Village and Center. Could be through signage, gateways.
- Scale of the street is not pedestrian friendly or visually appealing. Need some sense of scale, gateways.
  - (1) Light fixtures could be more characterful.
- Utility poles are unsightly, look into burying them.
- Green space tough thing to create/find along Hwy 11
- Make street more beautiful
- Utilities should go underground (look at Mount Pleasant)
- Sidewalks already create walking and bicycling paths
- Signage that is proportional to lot size
  - a) Some signs are too big for land that they are on
- Need a landmark feature or facility to make Village memorable to visitors and passerbys.
- Consistent and themed banners, gateway and signage.
- Street lamps that have historic character
- Buried Utilities
- Consistent and well-developed architectural standards for corridors.
- Make west end of Hwy 11 a nice gateway and encourage commercial/retail development instead of industrial. Plenty of industrial land north and south of 11.
- Façade improvements and consistency of character
- Landscape quality of streets, greenery, plantings, street furnishings, paving patterns.
- Use land adjacent to rail as an attractive buffer area, be more creative with land uses as done with Chicago area.
- Need an easy way to get around the Village
- Need to create a nice "front door"
- Create points of contact and interaction for residents such as in a park or nicely landscaped street.

#### 7) OPEN, RECREATIONAL AND CIVIC SPACES

- Enhance park system with:
  - a) Tot lot equipment
  - b) Skating rink, outdoor.
  - c) Organized recreation program
- Walking/biking paths and trails are important
- Improve upon local parks
- Create Bike Trail; tie into County's; link Village's Parks and detention ponds with bicycle paths. How to connect east and west side at RR.
- People are looking for organized activities
  - a) Large open space itself will not attract people
  - b) Look at what you don't have as a whole community – people are taking kids to where the activities are
- County has plans for cross County rail trail, coordinate with their engineers.,
- DNR offers potential to recreate Barnes Nature area
- Village produced a park master plan, authored by Village Engineer. Village Administrator believes it needs to be updated.
- Would be good to link up the recreation spaces with walking/biking paths.



- Park space being created at Broadway Drive and Willow Road. There will be a detention pond there. The Village already owns the lots.

#### 8) CIVIC & CULTURAL USES

- Create and brand a festival event that is unique to Sturtevant
- Create a town square with benches and nice landscape for people to gather.
  - a) Have a Gazebo for festive and performance events.
- The old Firestation on Michigan Avenue is to be sold and relocated to the current Municipal Complex.
- The existing Public Works Garage needs to move out of its current undersized facility on Michigan Avenue. One possibility would be purchase the parcel just northwest of the Municipal Complex and place the Garage there.
- Additional civic uses that were discussed include:
  - a) Library: would be costly, he's not sure there is the political and funding will to establish this with a county-wide system already in place.
  - b) Community/Senior Center: for recreational events, group meetings, banquets.
- Administrator's opinion that best opportunity would be on east end of Village around intersection of STH 11 and 86<sup>th</sup> Street.

#### 9) PEDESTRIAN ACCESS

- Resident pedestrian access/activity is not a problem
- Pedestrian access to businesses is a challenge
- When sidewalk is close to street, access is limited during the winter
  - a) Snow plows push snow onto sidewalk, very difficult to make a path

#### 10) ZONING & PLANNING APPROACH

- Change zoning to allow growth and help smaller manufactures.
- Durand Avenue should have no housing, all commercial, retail and industrial.
- Misperceptions of community/property owners
  - a) Misperceptions about the zoning process & getting a variance
  - b) Impacts of having home zoned commercial
- Deep lots along Hwy 11 were developed in order to provide rear access to business properties since there is limited access on to or off of Hwy 11
- Zoning ordinances have changed over time and need reviewing.
  - a) West of tracks it is Industrial
  - b) East of Tracks it is Business
- House Insurance Lock- no insurance company would be willing to insure the housing because of the proposed zoning
- Some say don't change the zoning west of the railroad or change zoning to east. One idea that came up was to make most of the area a mixed use area.
- The village needs to make their mind of what they are going to do with the zoning and not to change every 3 years
- Why can't Village wait with the zoning change until Corridor study is done?
- Improve approval process, make it streamlined and easier to use.
- Use a website to track approvals.
- Deep lots along Hwy 11 were developed in order to provide rear access to business properties since there is limited access on to or off of Hwy 11
- There has been no good advanced planning or public input
- How are you going to combine all of the important aspects of growing a Village?
- Should coordinate land use plans with Mount Pleasant & Town of Summers
- Retail/professional office along Durand
- There have been no coordinated efforts in the past for developing a Downtown Master Plan

- Village Administrator believes there is a lack of sophistication in the Zoning Ordinance, too few categories. This may be creating hardships for development.
- Recommends creating sub-sections of each category to address scale of developments.
- He recommend that the study look at recommending changes to the zoning of the east of end Durand Avenues; from 87<sup>th</sup> street eastward.

#### 11) COMPETITIVE ADVANTAGES

- Excellent labor pool/ highest unemployment
- Turning into a bedroom community
- 55 minutes from O'Hare; 26 minutes from Mitchell; 3-4 minutes from I-94
- Plenty of employment locations within ½ hour drive.
- Cheap water
- Cheaper utility costs?
- Land values are in a competitive range
- Low crime
- Stability
- Lots of employment locales
- Nicer homes for less money
- Superb Public Safety service
- Railroad, especially if high speed comes/stops in Sturtevant
- Remnant of Barns Prairie habitat along railroad corridor, presented by DNR representative as possible restoration project and feature.
- Rails to Trails program from Village to Union Grove along Hwy 11. County stated they are working on a cross-county rail trail from Racine to Burlington. Check into plans that Bonestroo is designing
- Good location – between multiple educational institutions

#### 12) COMPETITIVE DISADVANTAGES

- Railroad- impairs traffic, no overpass
- People avoid HWY 11 and use KR; Brown street or HWY 20
- A lot of industrial zoning; may need to consider retail/professional office space
- Parks are in shabby condition

#### 13) HISTORICAL USES

- Village was originally designed around the railroad

#### 14) TRENDS & CATALYSTS FOR CHANGE

- Village Hall relocation & construction
- Business park
- Utilities have been upgraded
- Change from residential to smaller commercial uses (hair salon, insurance, antiques)
- Related to zoning changes
- Structures have not changed, uses have
- Upgrade of Willow Road entrance to Village
- Village purchased the land
- More truck traffic
- Turning right or left from Hwy 11 is more dangerous
- Something needs to be done to Hwy 11
- Getting in/out of businesses is a problem
- See how Racine has redeveloped their Main Street.

## 15) LAND USE & VOIDS

- The voids study should determine what types of buildings and what size increments are supportable, needed and missing in the marketplace. In addition, general recommendations on the architectural character and “curb appeal” settings.
- Recommends 4 or so building types such as:
  - a) Industrial
  - b) Professional Office
  - c) Convenience Store
  - d) Automobile Service Store: tire store, express oil change.
  - (1) Note that the Marathon Gas station on 90<sup>th</sup> and STH 11 is considering expanding their operations to include a car wash.
- The study should recommend square foot size in 10,000 increments from 10,000 SF to 100,000 SF. These could also be grouped such as 10 – 25,000 SF, 25 – 50,000 SF, 50,000 to 80,000 SF.
- There should be a recommended mix of building types within an areas. Some building could be multi-use.
- New developments should achieve these goals:
  - a) Attractiveness, express Village’s character.
  - b) Ease of vehicle access, ingress and egress, to main roads.
  - c) Amenities
- West end of Village is heavily industrial.
- Has Close access to 1-94, two miles.
- Parcels are deep for larger building developments.
- Zones along railroad tracks can act as buffers to the train activity. He could see more uses like storage rental buildings along tracks. Look to what has been developed in the Chicago area along Metra lines. The tracks there go through many urbanized and CBD areas.
- Discussed where the key commercial intersections (fringes) are in the Village. Starting on the North side these are along the three main east-west roads:
  - a) Along STH 20 at Renaissance Blvd., at Wisconsin Street and at 90<sup>th</sup>.
  - b) Along STH 11 at West Road, at 90<sup>th</sup> Street and at Willow Road in future. To a lesser degree also at intersection of Wisconsin Street.
  - c) Along Braun Road at Renaissance Blvd., at Wisconsin Street and at 90<sup>th</sup>. Also potentially at Willow Road in future.
- There are buildings on STH 11 that are eyesores: poor siting, improper size, poor color choice and lack of substantial architectural character.
- New land developments need to adhere to a coherent set of architectural, landscaping and signage standards.
- Renaissance Place standards; minimum building square footage size is 30,000 SF.
- Blue Furniture building on STH 11 and 86<sup>th</sup> Street is considered an eyesore by many in the community. *The study should look at the land value of the properties at this intersection. Potential area for community/civic uses.*
- What Millagers is proposing for their greenhouse is very attractive to Village.
- Marcus Cineplex is being proposed for corner of Renaissance Blvd. and STH 20.
- New business developments he is aware of include:
  - a) A hotel across from the Marcus Cinema at Renaissance Blvd and Exploration Court.
  - b) A Saturn car dealership on STH 20 next to the new Train Depot.
- Areas he thinks are good for commercial development include:
  - a) Intersection of STH 11 and West Road; especially being the west gateway.
  - b) Land on south side of STH 11 from West road to CP rail tracks.
- Village Administrator expressed concern that there is no plan to house the number of new students they foresee living here in ten years. He has heard nothing from the Racine Unified School District on what they are doing to plan for this future growth.

- There is one Elementary/Middle School on Westminster Drive but this site has little room for expansion. The other school is a Parochial school, St. Sebastian, located on 97<sup>th</sup> Street. Case High School is located on STH 20 at Willow Road.
- There is an open site zoned Institutional that is owned by a Baptist church that offers some potential for an educational facility.
- *District should be part of discussion on Voids study.*
- New housing subdivision developments in process were identified:
  - a) Nuemann Development at 90<sup>th</sup> and Broadway Drive.
  - b) Kuiper Development at Broadway Drive and CP Rail line (west side).
- He believes that developers will come forward shortly for other parcels, specifically at:
  - a) Braun Road and West Road
  - b) Braun Road and CP Rail Line (west side).
  - c) Willow Road from Braun Road to Broadway Drive (east side).
- It is his opinion that the housing developments will continue to be aimed at higher income buyers with bigger lots and house sizes.

## 16) ECONOMIC DEVELOPMENT & VALUE

- What are the incentives for growth of businesses? Need business magnet, incentives. Like a tax incentive or development incentive. Some feel business is not good.
- Would like to get exciting new businesses located here. But also don't want to lose character of Village. Have some kind of a businesses magnet
- Need to define what kind of customers and visitors we want.
- Development types recommended: medical office buildings, lawyers, dentists, insurance company, restaurant, branch offices of Chicago and Madison companies. Pedestrian friendly strip malls
- Sturtevant is an excellent location for satellite business/industry campuses
  - a) Can serve Milwaukee and Madison
  - b) Still close to Chicago
- Need more small shops and stores
- Maybe the businesses need to get organized and put pressure on the village as a group like a business improvement district.
- Jobs and money are in northern Illinois
- Durand Avenue should be main focus
- Create a unique shopping experience that invites people to come.
- There are businesses that don't need highway access or high traffic counts
- There is no high end retail/ commercial office space
- Chattanooga, Tennessee has the largest freshwater aquarium
  - a) Why do people want to visit Sturtevant?
  - b) Need to find out what makes Sturtevant unique
- What Sturtevant has to offer what kind of special attraction
- Absorption factor – How much can you absorb, sell or use?
- Need a complete market analysis of area
- New developments could be mix of residential, retail and office.
- New uses should be self-sustaining
- Racine communities are becoming bedroom communities
- Outside community perceives Sturtevant as having low priced housing but not much else going on.
- Key to attract business and developers in is:
  - a) Strong design guidelines
  - b) Location along Milwaukee-Chicago corridor
  - c) Good Schools
  - d) Village's working relationship with developers and real estate professionals
- Another TIF with a public purpose in mind would help

- Office and commercial development may be off another 5 years. It's just reaching Kenosha and moving north. Will need a higher quality stock of buildings to offer.
- Internet site off 95<sup>th</sup> is well suited for redevelopment.
- Don't do another Renaissance Business Park
- Don't necessarily want more multi-family
- Look into a Farmer's Market at old Depot, would create civic activity and could spin off other retail activity.
- Need viable retail shops that are unique from big box stores.
- Brainstorm on other attractions that would draw customers and visitors:
  - a) Farmer's market
  - b) Museum, a railroad museum
  - c) Ice skating rink
  - d) Soccer fields and complex
  - e) Recreation Center
- Village needs consistent marketing
  - a) Help developers promote plans
- What can the Village do to help?
  - a) Continue cooperation
  - b) Better sewer/water engineering
- Need to assess what is resale value of properties
- Marcus is planning a large Cineplex at corner of STH 20 and Renaissance Blvd.
- 

#### 17) VISION & OPPORTUNITIES FOR VILLAGE

- East and West end of Hwy 11 offer potential for new office/retail developments best.
- The central part of Hwy 11 can be made more into a traditional mixed use area.
- From Wisconsin St a transition and tie-in is needed to Hwy 11.
- Aesthetically pleasing/quaint, warm, inviting appeal.
- Maintain image of small community.
- Don't turn Durand Avenue into the Durand Avenue in the City of Racine
- Like other village Main St. examples seen in: Brookfield, Elm Grove, Greenfield, New Berlin.
- Keep the "Village" look & feel
- More trees/landscaping
- Develop the amenities and people with shop here/residents will shop here
  - a) Develop the architecture
- Business should compliment housing and vice versa
- Need another restaurant on Hwy 11 (franchise)
  - a) Not just on Hwy 20
- Signage for Village on 90<sup>th</sup> Street
  - a) 5 entrances into the Village
  - b) Incorporate signage design into the look/architecture for the Village
  - c) Look at signage being designed by Mrazek
- There is no public outdoor pool in Racine County, Sturtevant could fill that need
- Need to move beyond manufacturing history and mindset. Will require higher levels or new training of population to attract new industries.
- Concentrate on something that is unique, will have enough competition
- Plan for the future – sewer and water systems for future development
- Creating medical campuses/synergies between users
- People are looking for biotech/agritech developments
- How to attract business here to develop their tech business
- Next, how to attract the families to relocate here to work with tech businesses
- Misperception of the higher education levels of local labor pool
- Day /Night activities day due to the rail station and the businesses along Durand. At night because people will come back home from working in Milwaukee and Chicago.

**SUMMARY OF DURAND AVENUE PRIORITIES**

1. Effect of Overpass on businesses
2. Zoning Changes for both west and east ends.
3. Zoning approval process
4. Web-site based information and approval process.
5. Keeping visual cohesion and orientation with Overpass
6. Keeping a quaint town feel.
7. Attract new businesses

## WISCONSIN STREET ISSUES AND CHALLENGES

The Wisconsin Street property owners, elected officials and real estate professionals provided the following input on the Wisconsin Street's problems, challenges and vision.

### 1) HISTORIC ROLES & DEVELOPMENT

- When Hwy 11 was changed to 4 lanes (approximately 20 years ago) it changed the atmosphere of the Village. Switched town center function of Wisconsin Street to none at all.
  - (1) Emphasis shifted from Wisconsin to Durand
- Historically, Wisconsin Street had grocery stores, hotels, and Civic uses. It was the hub of Sturtevant traditionally.
- Would be nice to recreate a town center of Sturtevant.
- Train Depot has been an integral part of Sturtevant's and Wisconsin Street's identity.

### 2) TRAFFIC

- Traffic flow is a primary issue.
- Moving the train station to Renaissance Place will hurt Wisconsin Street businesses.
- Closing the road (Wisconsin Street) will be very detrimental for local businesses
- Traffic is cutting through Renaissance Place instead.
- Took parking off east side of Wisconsin Street.
  - (1) Cost the Village millions of dollars to move train station
  - (2) No benefits to local businesses
  - (3) Understanding is that there is no funding from Wisconsin Department of Transportation for overpass
  - (4) Limited access to Wisconsin Street businesses with the Hwy 11 overpass
- Cutting off Wisconsin Street with the new train station on one end and an overpass at the other
- Like to see changes at intersection of Wisconsin & Durand (dangerous corner)
- There has been a decline in traffic on Wisconsin Street
  - (1) People avoid the area due to increased traffic flow on Hwy 11 (difficult to turn onto Hwy 11 from Wisconsin)
  - (2) Stop light as a potential solution
  - (3) DOT denied stoplight because it would be too close to the railroad tracks
- Have Wisconsin Street go through Overpass instead of a dead end at HWY 11 and create a frontage road.
  - (1) If Hwy 11 overpass is built, Wisconsin Street should have a pass through to allow traffic to south side of Hwy 11.
  - (2) A frontage road should be provided so vehicles can access Wisconsin from the Hwy 11.
- Can Village buy the CP Depot lot and convert into a nice parking lot.
- The train switching over Hwy 11 occurs frequently and blocks traffic from coming on to Wisconsin. Can CP Rail be contacted and requested to change their switching location?
- Lack of public transportation is a problem
  - (1) No bus service after 6PM
  - (2) No local taxi service
  - (3) People coming off train or visiting by public transportation, have been stranded here.
- Not as much car or truck traffic along Wisconsin as use to be.
- Cars speed through corridor and don't notice the businesses located along the street.
- Some business is generated from prison staff.



### 3) PARKING

- Need off-street parking to keep businesses alive
- Tremendous parking issues
- Provide public parking lot at current Depot lot
- Parking facility at existing Amtrak Station
- Need to develop as a public parking
- Beneficial to all local businesses
- Concerned about use if only one person owns land

### 4) VISUAL IDENTITY & WAYFINDING

- Committee received grant funding for flower pots and placed along Durand Avenue.
- Durand Avenue –most visible within community
- Limited funding available and volunteers are running the program
- Committee is working on funding for Wisconsin Street

### 5) HISTORIC HERITAGE

- Preserve historical quality & buildings
- How Mount Pleasant develops Highway 20 will impact future of Sturtevant
- Additional façade improvements to buildings along Wisconsin, close to Hwy 11 would be beneficial
  - (1) Seek to maintain or recreate historical character of street.

### 6) OPEN SPACE & RECREATIONAL USES

- Concerned about losing park near Charles Street
  - (1) Understanding is that the 100-year dedication time period is almost up
  - (2) Kids use park for various activities, including sledding
- No place for kids to bike or trail system for them and exercisers.
- Revise zoning along Wisconsin, it is a historical area
- Poor amenities in existing parks
  - a) Some funding for North & South Parks for new benches, flower pots, etc.

### 7) PEDESTRIAN ACCESS

- There is some pedestrian activity along Wisconsin.
  - a) Some of this traffic comes from the neighboring houses.
- Create walkways connecting condos to Wisconsin Street businesses

### 8) UTILITIES

- The utilities poles are tilted and unsightly.

### 9) ZONING & LAND USE APPROACH

- Land use and visual mismatch along Wisconsin Street
  - a) 2-story building in the middle of a residential area
  - b) Mix of retail, industrial, commercial and residential uses
  - c) 10 minute parking in front of Post Office
  - d) Post Office users are parking in local business parking lots
- Consistent enforcement of zoning standards
  - a) For example, CP parcels are excluded from Village requirements
- Rezone- can't have mix of housing and commercial and industrial – need some consistency. That or the plan commission needs to carefully review what is approved.
- If there is damage to a building, building owners are caught with not being able to re-build what they have now.

## 10) ECONOMIC DEVELOPMENT

- People move and stayed in Sturtevant because it was quaint place. Would like to keep that character.
- No business is generated from Renaissance Place for Wisconsin Street businesses
  - a) The group saw little relationship of their corridor to Renaissance Place. The businesses there don't seem that involved in the community.
- No room for new businesses
  - a) Homes are being torn down to develop commercial
  - b) Business should go into existing buildings
- Development mix ideas:
  - a) Grocery store
  - b) Pharmacy
  - c) Upscale restaurant
  - d) Farmers Market
- Wisconsin street will die unless we reroute it
- Not enough connection between 20, 11 and K
- How do you take some of the properties adjacent to railroad and buffer them to make negative into a positive?
- Amtrak and station are important to the future development of the community
- The role of the Train Depot was discussed.
  - a) *Village Administrator recommended that the Village survey train riders as to their level of usage of the local stores. This survey was performed in January, 2005.*
  - b) *Also the Village should check as to the sales tax generation on Wisconsin Street at the Depot.*
- Administrator has heard the Post Office may move to Durand Avenue.
- Is applying for grant from Wisconsin Main Street Program for either on Wisconsin Street or Durand Avenue.
- No Chamber of Commerce or Business Improvement District exists currently. There was a Chamber at one time but closed down.

## 11) HISTORICAL USES

- There have always been multipurpose uses/mixed uses in the area along both corridors but was more concentrated on Wisconsin Street originally.
- Most of Village was populated on the side north of Durand Avenue
- Historically a railroad town
- Still interested in the railroad
- Wisconsin Street is still the backbone of the community; should have a blend of business and residential
- Wisconsin Street is the core
- Should start from there
- Klinkert House is being renovated
- Keep historical aspect
- 1952-1953 businesses started going to Durand
  - a) Hiawatha has been at current location for 100 years
  - b) Shifting more to commercial along Wisconsin
  - c) Used to be three buildings in Castlewood: a tavern, grocery store & post office

## 12) POTENTIAL CIVIC & CULTURAL USES

- Library
  - a) Currently uses bookmobile
  - b) Very expensive to take on library but good to keep on radar for the future
- Farmers Market
- Create area for festival events
- Blue collar community

- Keep civic focus along Wisconsin
  - a) Could help attract people to that area

### 13) OPPORTUNITIES & VISION

- Sturtevant is close to the interstate and has a unique identity
- Library would be a nice addition to the area
- Gas station on Wisconsin Street would help.
- Video store would help.
- Antique store would be complementary use.
- Would be nice to recreate a town center of Sturtevant
- Owners of Historical buildings should preserve their character.
- Attract a grocery store and bring in some retail
- Preserve historical quality & buildings
- How Mount Pleasant develops Highway 20 will impact future of Sturtevant
- Provide public parking lot
- Additional façade improvements to buildings along Wisconsin, close to Hwy 11 would be beneficial
  - (1) Seek to maintain or recreate historical character of street.
- Street could use more greenery/simple (low maintenance) landscaping
- Consistent lighting throughout the area needed.
  - (1) Opportunity for historic character light poles and fixtures.
- Straighten out the current utility poles; they are bent over in random form.
- Run utility lines underground to clean up visual environment.
- Become a more transit-oriented development
- Light rail to take people to the “center” from the station

### SUMMARY OF WISCONSIN ST OWNER’S PRIORITIES

1. Intersection of Wisconsin Street and Hwy 11/ Overpass
  - i. Concerns about impacts of proposed overpass on Wisconsin Street businesses
2. Train switching so close to Hwy 11
  - i. Push to Renaissance Place and the train station
  - ii. May adversely impact Stock Lumber
3. Create environment that is business and residential friendly through signage and landscaping
4. Develop/place a sign highlighting businesses on Wisconsin from Hwy 11
5. Zoning/further review of development requests
6. Moving train station to Renaissance Place will hurt Wisconsin Street
7. Lack of public transportation
8. Revitalize area – attract compatible businesses to area but keep separate from residential uses
9. Preserve historical character
10. Create a town center/ “traditional” downtown area

## 7. IMPROVEMENT & REDEVELOPMENT VISION

As the Village moves ahead with improving its corridor and based on the issues identified during the focus sessions, we have identified urban planning criteria for any future improvements or redevelopments.

### DEVELOPMENT GOALS

Our recommendation is for the Village to develop the corridor so that it achieves the following goals.

- Create a distinct corridor identity for travelers along STH 11
- Encourage orderly, viable development in open land.
- Provides safe vehicular travel, control access to Durand Avenue
- Allows people to see what Village has to offer
- Encourage people to stop, park and walk around. Retain and reinforce residents walking habits. Minimize reliance on auto for short trips.
- Provides parking for shoppers, yet also minimizes view of parking lots
- Create a commercial center
- Create a town center
- Attracts new business, retain existing ones
- Attracts a healthy mix of retail and commercial activities
- Allow residents to cross Durand safely
- Link the north and south sides of Village; for vehicles and for pedestrians
- Visual cohesion of environment: buildings, landscaping, signage
- Architecturally cohesive street appearance

### DESIGN ELEMENTS

Specific urban design elements needed to obtain the Village's vision are as follows:

- Turn lanes and lighted controlled intersections
- Controlled Access Plan to STH 11
- Enhanced, safer pedestrian crosswalks
- Public parking lots at commercial cores.
- New buildings reinforce the corridor street space.
- A civic memorial park off the Durand
- Consistent signage and street banners
- Cohesive package of street furnishings and décor
- Pedestrian friendly paving patterns
- Landscaping elements for green relief and Village identity.
- Façade treatments that are transparent and pedestrian lively
- Sidewalk treatments, plantings and street furniture
- Consistent building signage along with district banners
- Safe pedestrian crossings with marking and plaza features
- Gateway signage: at east and west end,
- Pedestrian safe passageway off Durand Avenue and from parking lots
- Buried underground utilities
- Tie in recreational spaces with green corridors

## URBAN DESIGN ELEMENTS SAMPLER

To assist the Village is visualizing improvements and redevelopments; we are providing the following images from other successful urban corridor redevelopments.







## 8. DEVELOPMENT CONCEPTS & ZONING CHANGES

### 8.1 WEST EDGE IMPROVEMENTS & DEVELOPMENT

#### DEVELOPMENT GOALS

For this West Edge, the study recommends the following development goals:

- Retain small, local-owned, light industrial businesses on east end.
- Development of a commercial core around the intersection of CTH H and Durand Avenue. Could be a mix of auto oriented and consumer convenience stores.
- Development of retail and office structures of high architectural and landscape standards. Possible locations include entire south side of Durand and north, west segment. (Where houses are currently).
- Vehicle focused development balanced with landscaping and screening of paved areas.
- Establishment of Architectural and Site Development Guidelines for future development. In particular address building character, signage types and parking lot locations.
- Establishment of a West Edge district retail identity through logo and banners.
- Development of a Highway Control Access Plan which limits the number and location of on-highway access and designates future traffic controls.
- Market research on possibility of a research/science park on the south side of Durand Avenue.
- Development of a Gateway welcoming people to Sturtevant. Could involve a built structure, signage and landscaped plaza.
- Create a safe drive by adding a 5<sup>th</sup> lane for turning left.

Currently, this entire area is zoned as Industrial while in reality there is a mix of light industrial building with retail and office fronts. In addition there is a mix of ranch houses on the far west end along with open farmland. Based on the market research, this area offers strong potential for new office and retail development. Industrial uses could develop north and south of Durand Avenue but the study recommends not allowing further industrial growth on Durand. While there is a rail spur just north of Durand, none of the current business take advantage of this transportation link and appear to ignore it for business purposes.

With the development of overpass/underpass occurring sometime in the next ten years, the east end of this section could change dramatically. If an overpass is constructed, views to and from the road will be obstructed thus allowing the industrial buildings to stay in the east section would be prudent.

## DEVELOPMENT CONCEPT PLAN

Below we illustrate development and improvements for the West Edge.



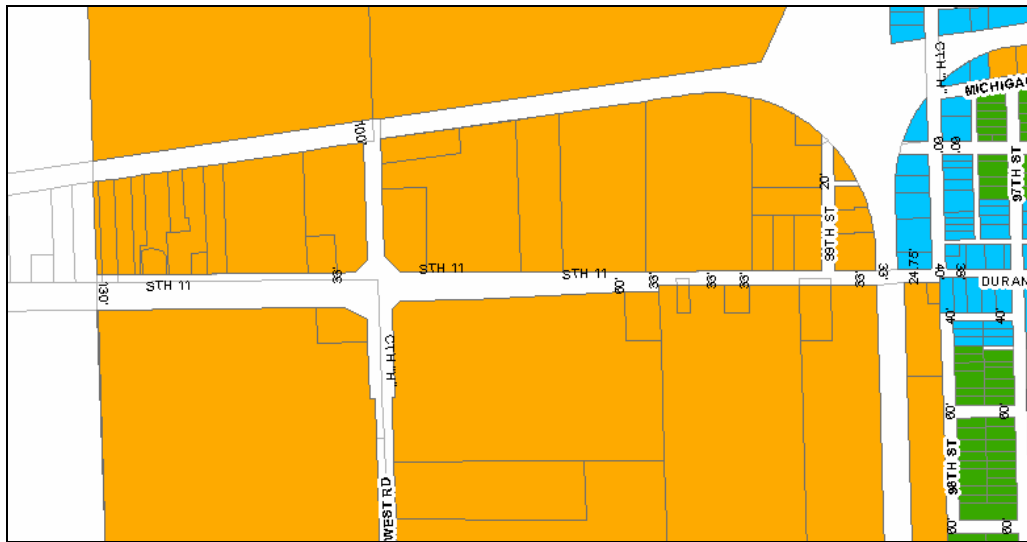
This development concept plan recommends creating a village gateway at the intersection of West Street and Durand Avenue. Around this gateway, the plan shows retail uses that would cater to convenience and automobile services. Just to the southeast of this corner is the opportunity to develop retail services that could cater to residents of to-be-developed tracts south of Durand.

At the east end, we see an opportunity to create a science/research park that would extend further south than the diagram shows. The park could extend westward to West Street so to allow ingress/egress from both the north and west ends. A development of this nature would need further market study. Based on our initial conversations with local developers, the park could draw workers from current residents as well as the future residents in the southwest quadrant of the Village.

We have indicated the area that will be affected by the over/underpass construction and new frontage roads. Given that planning for this won't begin till 2007, we recommend that the Village hold on further development changes on the north side of this zone.

At the far west, the plan recommends eliminating the housing tracts and encouraging commercial developments such as offices and services. These kinds of facilities should be of substantial quality architecture so to present a distinct architectural presentation to incoming motorists.

## RECOMMENDED CHANGES TO ZONING



Based on our market analysis and urban planning recommendations, this portion of the Village has the potential to become a retail/office corridor along with a science/research park. These uses are much more amenable to creating substantial architectural and landscape settings suitable for a gateway impression of Sturtevant.

It is the planner's recommendation to retain the north and east segment of this zone as Industrial but to change the remaining Durand Avenue frontage to Business. This would include changing the land where the houses exist on the far west edge. It is our opinion that there is plenty of industrial land available elsewhere in Village and that Industrial type buildings are usually too large in scale and too broad in architectural detailing to warrant good "Main Street" frontage or gateway character.

## 8.2 SECONDARY BUSINESS DISTRICT IMPROVEMENTS & REDEVELOPMENT

### DEVELOPMENT GOALS

- Create a traditional town street scale that is the transition zone to the central “Main Street” section, the Primary Business zone.
- Signal to motorists that they have entered a distinct neighborhood of Sturtevant.
- Create a pedestrian friendly connection between the north and south residences along Durand Avenue. Keep the village united by creating walkable connections.
- Maintain the traditional scale and feel of this section.
- Maintain the mature trees.
- Acknowledge and nurture the budding retail development of this section.
- Restrict further development of single family home but encourage moderate density housing and mixed-use retail/housing.
- Provide retail that is oriented toward the residents: grocery stores, convenience stores, card store, video store and the like
- Provide public parking for shoppers, limit the amount of paved parking areas fronting Durand Avenue. Encourage parking off the side or in rear.
- Encourage larger footprint buildings that can take advantage of the Business zone’s area.
- Establish architectural standards for new and converted buildings.
- Establish site and landscaping guidelines for new and converted buildings.
- Establish signage sizing, placing and type standards.
- Create a neighborhood gateway, logo and banner. Candidate location for neighborhood gateway would be at end of future over/underpass. 96<sup>th</sup> Street.

### Development Concept



The intent of this development concept is to create a traditional “Main Street” feel that has the lively diversity of shops, small business and multi-family housing fronting the street. From 96<sup>th</sup> Street and eastward, we recommend developing a pedestrian-friendly streetscape that encourage nearby residents to walk from there homes to shop for daily goods and services such as a grocery store, dry cleaners, bakery, video store and coffee shops. The level of retail activity would gradually pick up as one approaches 90<sup>th</sup> Street.



For welcoming the motorists approaching from the Over/Underpass, we recommend creating a neighborhood gateway feature that could be a mix of specialty paved pedestrian crossings, landscaped plaza and monument sign.

Since this stretch of Durand was traditionally a residential area we recommend that one portion of Durand, as shown on our map, be retained as a multi-family housing section. We also believe this housing section would link the houses to the north and south and help create pedestrian links for the residents and bicyclists. At 94<sup>th</sup> Street, the housing could be mixed with retail in a format where there is a retail base and housing on the upper platforms. This approach has its heritage in traditional "Main Streets" and created the rich, quaint feel of America's streetscape

The far east end is envisioned as a continuation of the current development trend for this sector: retail and service buildings. This area will be greatly affected by the Over/Underpass and therefore recommend the Village hold on further development plans for this portion till the engineering process starts.

## ZONING CHANGES RECOMMENDED

The zoning for this area is currently demarcated in the following illustration:



Based on our recommended improvement and redevelopment concepts, we recommend the Village continue with the Business zoning along Durand except for our recommended multi-family housing section between 97<sup>th</sup> Street and 95<sup>th</sup> Street. Again we believe this could be residential link between the north and south sides off Durand Avenue. The kind of housing we envision would be townhouses or garden apartment.

## 8.3 PRIMARY BUSINESS DISTRICT IMPROVEMENTS & REDEVELOPMENT

### DEVELOPMENT GOALS

Based on the study's analysis, focus group input, market analysis and assessing best practices from other communities, we recommend the following development goals for the Primary Business District:

- Eliminate single family housing in this zone.
- Redevelop parcels (identified below) to become a mix retail, service and office functions.
- Establish architectural and site guidelines for consistency in development quality and character.
- Define a pedestrian friendly, walkable, sidewalk through landscaping, street furniture and distinctive paving.
- Provide safe pedestrian crossings through enhanced and decorative markings
- Provide a civic presence on Durand Avenue. Let motorists see that there is an active municipal presence and function on the main corridor. Look at the option for a community center or library at the 86<sup>th</sup> Street intersection.
- Provide Public Parking lots. Allow shoppers to park once and freely walk to multiple shopping destinations.
- Provide greenway links/pedestrian corridors from the parking lots to the main street frontage and back to the residences. Tie in the residential areas with welcoming walkways.
- Designate a Civic Memorial Space. Could be a memorial/plaza that commemorates key events or individuals in Sturtevant's history
- Create a business district identity through a logo and banner placement.
- Green Space. A hallmark of traditional quaint villages of America's past most invariably included a town square or plaza that allowed residents and workers to gather for rest, recreation, cultural celebrations and entertainment. This may be combined with a civic memorial mentioned above along with distinctive landscaping and street furniture. To a passing motorist this break in hard built space with a manicured urban green space, quickly catches the eye and communicates a town's identity.
- Bury the utilities currently poled above grade and eliminate the eyesore. The preliminary cost for burying the power lines from Wisconsin Street to 86<sup>th</sup> Street was quoted by We Energies as being \$3 million.
- Limit access off properties onto Durand Avenue by combining and sharing curb cuts and evaluating traffic controls.
- Create a safer drive by looking at adding a 5<sup>th</sup> lane for turning left. This would involve taking additional right of way.

### IMPROVEMENT AND REDEVELOPMENT CONCEPTS

As the intersection of 90<sup>th</sup> and Durand Avenue is the most active and market salient, we propose the Village focus its redevelopment efforts around this intersection first. Already this intersection is burdened with visual eyesores, incongruous land uses and heavy traffic. In this area there are many buildings with poor architectural character, little property investment history, disproportioned sizing of building to lot size and a grouping of homes that don't take advantage of the retail traffic.

The following diagrams take a closer look at the Primary Business Zone's circulation, parking, land use and development opportunities.

Vehicle Circulation &amp; Parking in Primary Business District



Proposed Redevelopment in Primary Business District: Option 1



Our first option for redeveloping the Primary Business District aims at creating a vibrant commercial core that is visually cohesive and intelligible to the passing motorist as well as the resident pedestrian. The plan revolves around three key intersections; at 90<sup>th</sup> Street, 87<sup>th</sup> Street and 86<sup>th</sup> Street. These intersections become the focal point of redevelopment of the Primary Business District. Around each core, would be a mix of retail and civic uses that are orderly in fashion, of quality architecture and sited in relation to the corridor.

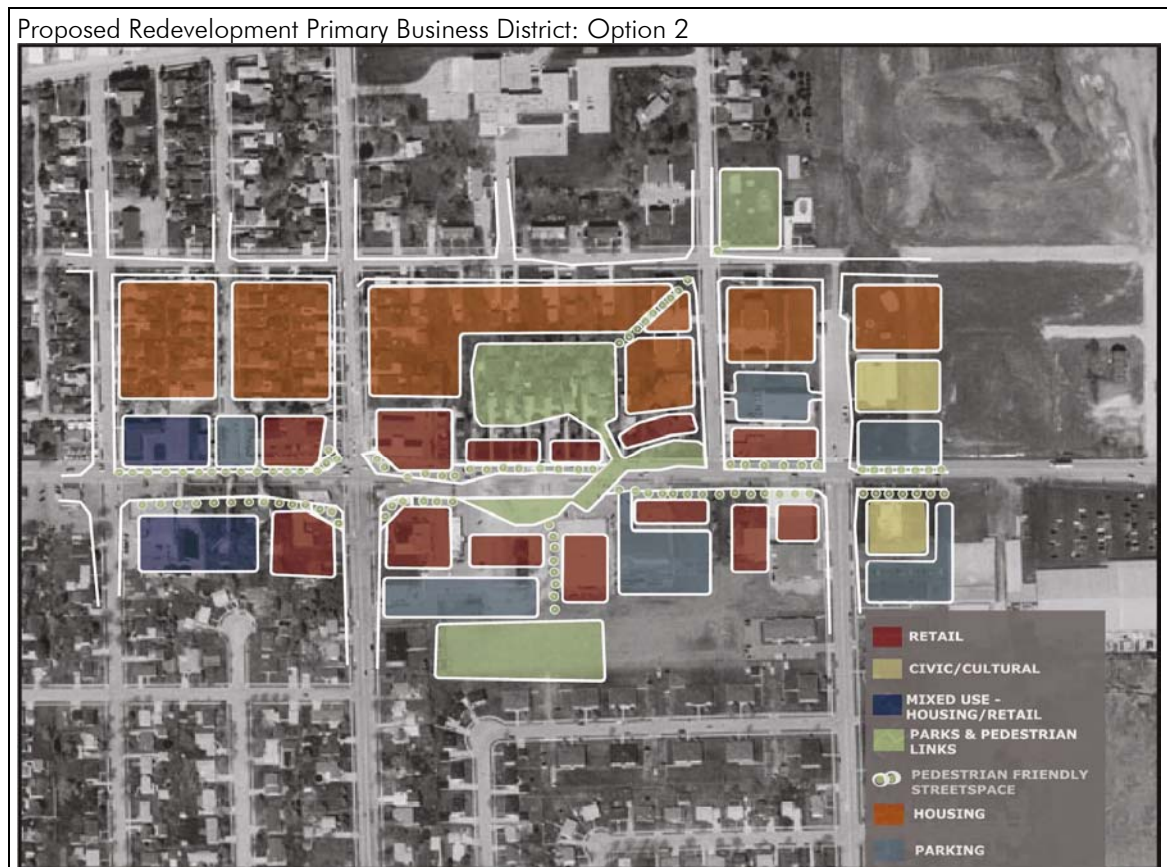
Binding all the street-front together creates a well-defined streetscape with paving patterns, street furniture, planters, rows of trees and characterful light-posts. At the intersections, the crosswalks would have enhanced paving patterns to provide visual interest and traffic calming effects.

The 90<sup>th</sup> Street intersection would remain a retail/service use but we recommend other uses than gas stations to herald one's arrival to the center of Sturtevant. More appropriate would be buildings that face the street edge and allow pedestrians to readily enter. On the west side of this intersection we propose creating a Village Green/Memorial Park at the current auto dealership site. This is a place where workers could have lunch, parents could bring their babies in strollers and visitor could appreciate Sturtevant's history.

The stretch of houses between 90<sup>th</sup> Street and 87<sup>th</sup> Street would be replaced with retail uses and thus, balance off the north side of Durand with its south side retail uses.

A key new use proposed is the provision of two public parking lots that allow motorists to stop for multiple stores. We also envision providing pedestrian malls that tie the street with the parking lots and beyond to the residence. In particular, these pedestrian malls could extend northward to the Village Campus and provide the civic tie-in needed with the Primary Business District.

Finally, we see the 86<sup>th</sup> Street intersection, site of the blue furniture buildings having great potential become a civic/cultural center. Uses possible for here are a senior center, a recreation center, a general community center, a small performance center or a library. Having these uses in mind, would enhance the quality of the intersection and result in a visual presentation of Sturtevant's direction and presence.



This approach looks at mixing in a strong greenway link between the residences and the business section. This would also include a pedestrian bridge across Durand Avenue tying the two sides.

## Recommended zoning changes



Based on our development concept, we recommend the Village change the zoning so that there is no housing allowed in this section. We have less issue with institutional uses however; their compatibility with a vibrant commercial center has been evaluated carefully. Finally, we would see changing the intersection at 86<sup>th</sup> Street, south side, to Institutional to make way for future civic and cultural uses.



## 8.4. EAST EDGE IMPROVEMENTS & DEVELOPMENT

### DEVELOPMENT GOALS

For this East Edge, the study recommends the following development goals:

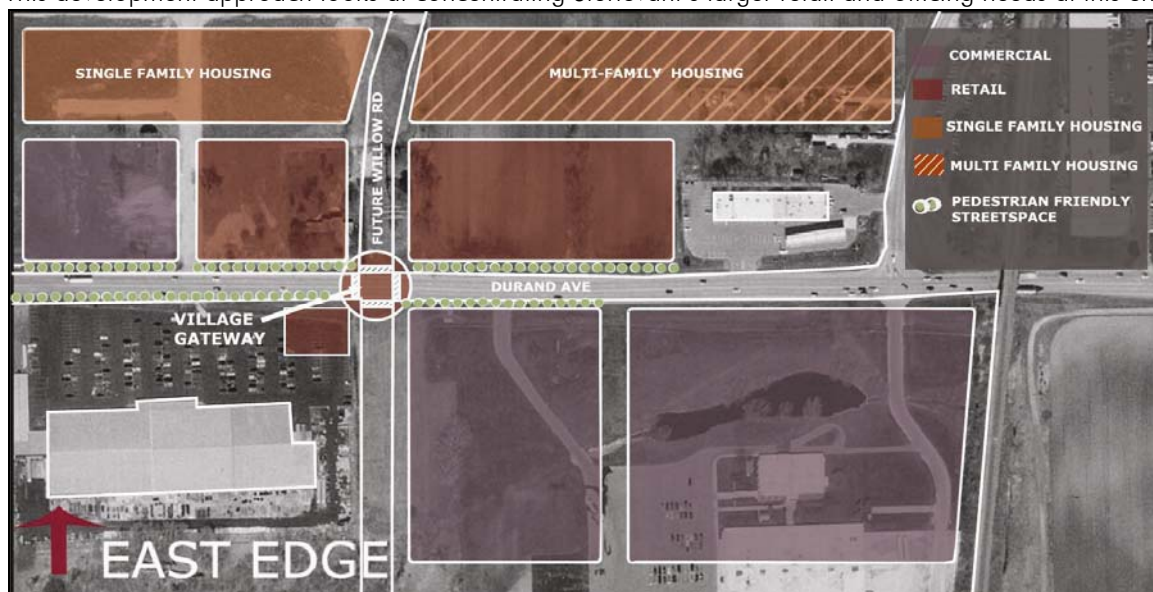
- Retain retail establishment locations.
- Development of a commercial core around the intersection of Willow Road and Durand Avenue. Could be a mix of retail and office stores. Provide safe pedestrian crossing and markings.
- Development of retail and office structures of high architectural and landscape standards. Siting on both north and south sides of Durand Avenue.
- To the north of Durand, encourage residential development. The west end, closer to the traditional parcels, should be single family. Toward the east, encourage multi-family such as duplexes, condos, townhouses or apartments.
- Vehicle focused development balanced with landscaping and screening of paved areas.
- Establishment of Architectural and Site Development Guidelines for future development. In particular address building character, signage types and parking lot locations.
- Establishment of an East Edge district office/retail identity through logo and banners.
- Development of a Highway Control Access Plan which limits the number and location of on-highway access and designates future traffic controls.
- Development of a Gateway welcoming people to Sturtevant. Could involve a built structure, signage and landscaped plaza.
- Create a safer drive by adding a 5<sup>th</sup> lane for turning left.

Based on the market research, this area offers much potential for new office and retail development. Retail and office uses could develop north and south of Durand Avenue but the study recommends not encouraging further industrial growth on Durand.

With the development of a Willow Road intersection and link established to STH 20, this intersection will have great retail traffic opportunities. This also offers the opportunity to create a distinctive intersection that signals to motorists that they have crossed out of Mount Pleasant and into Sturtevant.

### DEVELOPMENT CONCEPT

This development approach looks at concentrating Sturtevant's larger retail and officing needs at this end

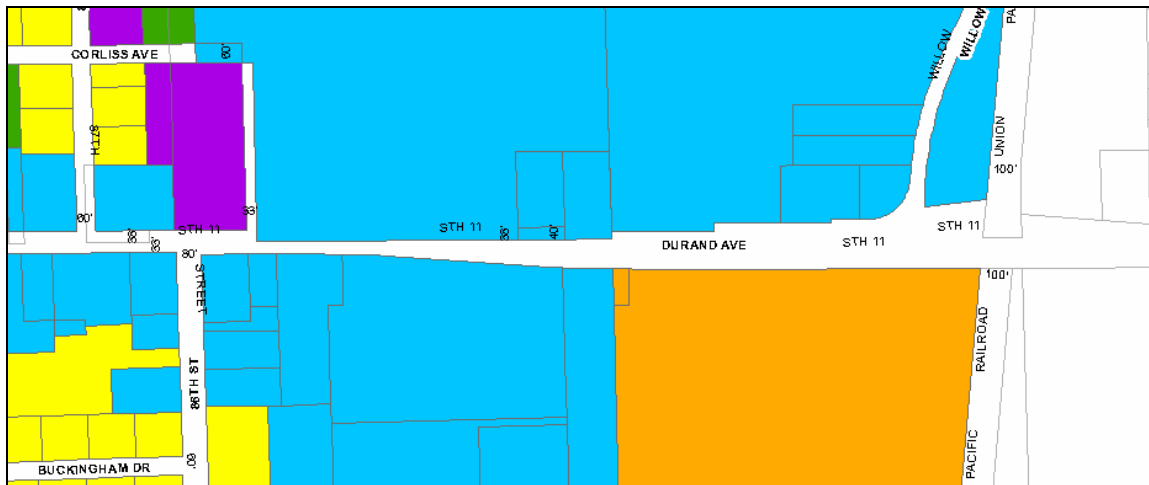


of the Village. Especially as this is a transition zone from Mount Prospects retail activity to the east, it makes sense to continue that but preferably in a visually cohesive way.

The large internet site would be divided in half, thereby creating a parcel with no existing structures on it. We see that new site having potential for office and service uses.

The north side of this stretch offers the exciting possibility of creating a new neighborhood for Sturtevant. North and beyond Durand Avenue, this quadrant of land has great potential for single and multi-family housing with retail on Durand providing for these residents. We see little merit in retaining the Usonian styled, modernist house on the north side.

## RECOMMENDED CHANGES TO ZONING



Based on our market analysis and urban planning recommendations, this portion of the Village has the potential to become a retail/office corridor. These uses are much more amenable to creating substantial architectural and landscape settings suitable for a gateway impression of Sturtevant.

It is the planner's recommendation to change the zoning to be all Business along the street frontage with the possible exception of the Internet site. Immediately to the north, the area should be zoned residential, to the west side of Willow Road extension, and multi-family residential to the east side. It is our opinion that there is plenty of industrial land available elsewhere in Village and those Industrial type buildings are usually too large in scale and broad in architectural detailing to warrant good "Main Street" frontage or gateway character.

## WISCONSIN STREET DEVELOPMENT

The improvement and potential redevelopment of Wisconsin Street is broken into three options as the future of the street's viability is greatly impacted by what happens at its intersection with Durand Avenue. The three options are:

1. Creation of a Retail/Service/Light Industrial corridor
2. Historic Re-creation of Street
3. Rerouting of Wisconsin diagonally southeastward

For all development and improvement options, the general goals are:

- Celebrate and preserve the historic heritage of Wisconsin Street
- Enhance the street to be pedestrian friendly and traditional in character
- Provide a visual buffer to rail activity
- Provide public parking lot with high quality site design standards
- Establish architectural and siting standards for renovations and new buildings
- Create district logo, marketing them and banner:
- Establish way-finding signage system for placement at gateways to Street and along Durand Avenue
- Eliminate housing from mix of uses
- Create memorial park and urban green space
- Transit-oriented Development focus, shuttles to the new Depot
- Respect the residential uses to the west
- Encourage residents to walk to the Street for commerce and employment
- Use existing Train Depot as a cultural activity, possibly a Farmers Market

### CREATION OF RETAIL/SERVICE LIGHT INDUSTRIAL CORRIDOR

Our first two options assumes that Wisconsin Street is a viable marketplace and that even after the Over/Underpass is constructed, there will be sufficient retail traffic to sustain the businesses. This option takes the approach that light industrial and retail are going to continue developing on this street. At the same time, it is recommended to take the existing Depot parking lot and convert it into a commercial district parking lot. This lot should have proper paving, striping, signage, landscaping and street furniture amenities to welcome the shopper.

Since there are light industrial uses throughout this section, we recommend to eliminating housing up to Charles Street and allow future retail to develop there. Moreover, the service and light industrial buildings make good buffers for the rail line.

The streetscape should be enhance to suggest a traditional American townscape, even if no historic re-creation of facades occur. This will help bring in the walking traffic from the residences and from Wisconsin Street as well. The current railroad memorial park should be enhanced with landscaping and we see an opportunity to create an urban green space and residential park at the empty land on near Charles Street.



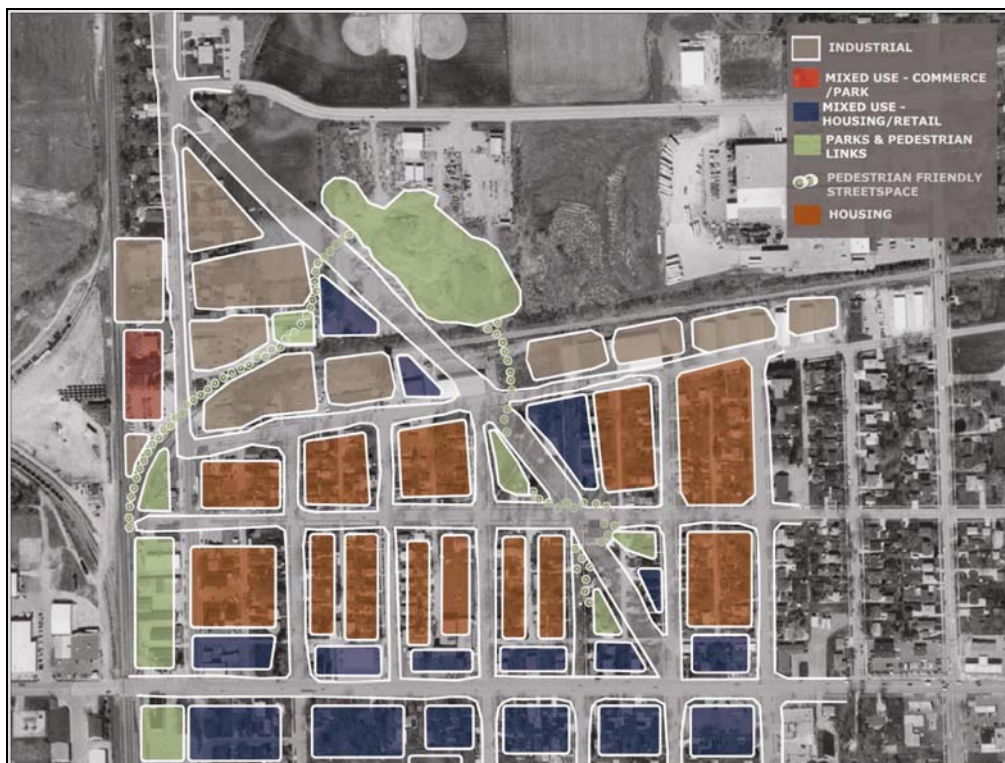
## HISTORIC RE-CREATION OF STREET

As this street is the historic heart of the Village, this option's goal is re-create the Sturtevant of times past, the origin of its creation. This would be a thematic driven street where the building facades would be reconstructed to fit a turn-of-the century character. This would involve all uses and their building fronts being designed to a set of historic type guidelines. Tied in with the buildings, the streetscape would be developed to appear as a traditional American town with brick paved sidewalks, historic lampposts, planters and benches. The parking lot would be converted into a public parking lot and landscaped/screened in a style appropriate to traditional towns.

With this initiative underway, it is our understanding that the owners of the Klinkert Hotel will then be motivated to renovate their facility into a restaurant/banquet facility. We also see the opportunity to re-use the old Depot and convert it into some kind of cultural use. One proposal is to create a Farmers Market that would draw large crowds of people around the Street.

## REROUTING OF WISCONSIN STREET SOUTHEASTWARD

This second option assumes that there will not be sufficient retail traffic to sustain long-term re-investment into the properties or public amenities for a historic recreation. In particular, a proposed Overpass on Durand would severely block views and driving access to this section. Instead, we look at the option of diverting traffic more directly to Durand Avenue. This diagonal would make it easier for west-bound travelers to access STH 20 to the north and they would turn off Durand before the Train crossing, thereby avoiding the train-related back-ups. This option would allow the current portion of Wisconsin to continue as a Light Industrial and Retail sector. With the creation of a new roadway, we see the opportunity to mix in greenspaces and pedestrian/bicycle paths that would readily connect the residents to Durand Avenue and the developing Primary Business District.



## RECOMMENDED ZONING CHANGES

Until the Village decides on which option it wants to pursue, we believe it is premature to recommend any zoning specific zoning changes. Although that stated, the most pressing zoning problem is the mix Residential uses with Business. It is the planner's general recommendation, therefore, to eliminate and restrict any further housing development along this section. At the same time the encouragement of rail buffering uses should be encouraged.





## 9. FUTURE VILLAGE ACTIONS

### PLANNING ACTIONS

1. Conduct Comprehensive Smart Growth Plan. Coordinate planning efforts with Racine County and Village of Mount Pleasant
2. Conduct detailed Zoning analysis and recommended changes, parcel by parcel
3. Develop a Control Access Plan along Durand Avenue, similar to Mount Pleasant's on STH 20.
4. Develop specific roadway improvements along STH 11 that suit Village's development vision.. Meet with DOT and relay Studies' recommendations. Identify potential Right of Way increases necessary.
5. Development of Site Designs for each Section's Improvement Plans
6. Market Study and Siting for a Research/Science Park
7. Development of Village Architectural Guidelines Manual, including landscape and signage standards.
8. Initiate with Amtrak a Ridership Marketing campaign.
9. Master Plan for Development of SW Neighborhood

### RECOMMENDED FACILITY STUDIES

1. Study space needs and facility requirements for Public Works Garage
2. Conduct a Parking Study along both Durand Avenue and Wisconsin Street. Look at improvements for current Depot Lot.
3. Conduct a Feasibility Study for a Farmers Market and its best location
4. Conduct Feasibility on use and need for Recreation Center, Senior Center and Community Center facilities.
5. Develop image concepts of gateway signage and banners
6. Coordinate and schedule these activities with Village's Capital Improvement Plans



## APPENDIX

- a. Train Ridership Survey
- b. Potential Historic Sites
- c. Focus Group Meeting Notes
- d. Market Voids Study

## a. TRAIN RIDERSHIP SURVEY

The Village planning staff conducted a survey in January of 2005 regarding train ridership habits. Below is the summary results table for the study.

### Survey of Depot/Train Users in Sturtevant

Jan-05					
1. Where are you driving from to use the Sturtevant Depot?					
Racine Area	99	77%	Outside of Racine area	29	23%
			(Milwaukee County)	11	
			(Kenosha County)	9	
			(Waukesha County)	2	
			(Walworth County)	2	
			(Chicago)	1	
2. Which direction are you commuting to?					
North	26	15%	South	148	85%
At what time are you departing?					
Departure- AM	113	67%	Departure- PM	55	33%
Returning- AM	11	9%	Returning- PM	118	91%
3. How often are you using the train (per week)?					
1 to 3	87	69%	4 to 6	36	28%
			7 or more	4	3%
Are you using the train on weekends?					
Yes	33	38%	No	53	62%
4. Which of the following best describes what the purpose of your trip is?					
Shopping	33	15%	Employment	102	45%
Other	8	4%	Recreation	48	21%
			Vacation	35	19%
5. Which of the following services would you use if they were offered at or nearby the Depot?					
Regional Bus	30	13%	Local Bus Service	43	19%
Rental Cars	34	15%	Weather Reporting Device	42	18%
Other- Ticket Agent	3	1%	Other- Train Status Info.	6	3%
			Movie Theater	18	8%
			Other- Café	15	7%
			Other- Cab	10	4%
			Other- Ticket Machine	2	1%
6. Which of the following amenities would you use if available at the Depot?					
ATM Machine	88	18%	Coffee Machine	119	25%
Vending Machine	125	26%	Wireless Connection	31	9%
			Travel Agency	9	3%
			Other- long term parking	3	0.63%
			Newspapers	97	20%
			Other-Nice Restrooms	7	1%
7. As it currently stands how would you rate the Sturtevant Depot (based on appearance, services provided, comparison to other Depots, availability of parking, lighting, etc.?)					
Excellent	0	0%	Good	8	4%
			Fair	30	17%
			Poor	143	79%
Total Surveys					
	188				

## b. POTENTIAL HISTORIC SITES

TABLE 1  
PREVIOUSLY REPORTED ARCHITECTURAL PROPERTIES

Property/ Map Number	Description	Location
1 Ra 3G/26	Astylistic utilitarian building of cream brick with flat roof and segmented arched windows	End of Hallock Avenue Sturtevant
2 Ra 2G/27,30	Klinkert Hotel (Corliss Hotel) ca. 1901. 2 story red brick Queen Anne with orielled turrets on corners. Constructed by Ernest Klinkert of Klinkert Brewery	2801 Wisconsin Street Sturtevant between RR tracks and Hallock Ave.
3 Ra 2G/28,29	Corliss Western Union Junction Station, 1906. Frame, stick style railroad station	Wisconsin Street, west side and Railroad tracks Sturtevant
4 Ra 3G/31	2 story cube fieldstone and brick house with hip roof and superimposed raised mortar coursing. First floor front wall of brick with fieldstone quoins and balconied full front porch	2925 95th St. (on alley) Sturtevant
5 Ra 2G/32,33	One story Japanese style bungalow with pagoda style roof and stick style porch. Sears/Roebuck house (see Houses by Mail, pp. 203)	SE corner Oak and Second Sturtevant
6 Ra 3G/34	1 1/2 story brick house, gable with dormers. Gable window with stilted Craftsman style lintel, full front porch	9624 Racine Avenue Sturtevant
6 Ra 3G/34	1 1/2 story front gabled cream brick house with full enclosed clapboard porch addition	9620 Racine Avenue Sturtevant
7 Ra 3G/35	2 1/2 story Gothic Revival house with clapboard walls and gable with dormers. Double gable dormer with diamond tracery in windows; massive full front Craftsman style porch with balcony	9605 Racine Avenue Sturtevant
8 Ra 3G/36	Queen Anne multigable house with tower turret. Aluminum and vinyl siding and canopied round arch entrance	NW corner of Racine Avenue and 96th St., Sturtevant
9 Ra 3G/37 Ra 4G/2	Craftsman style one story church with cable roof with cupola and clapboard walls	9410 Racine Avenue Sturtevant

TABLE 1 (CONCLUDED)

Property/ Map Number	Description	Location
10 Ra 4G/3	2 story Italianate brick house with hop roof and segmented arch windows with brick lentils, side one story polygonal bay	3030 90th Street Sturtevant
25 Ra 4G/13	Clapboard Italianate house with hip roof	T3N, R22E Sec. 21 2022 CTH H
27 Ra 4G/10-11	2 story Italianate brick cube house with hip roof and bracketed eaves	T3N, R22E, SE, NE Sec. 21 2501 90th Street

## c. FOCUS GROUP SESSION NOTES

# **Focus Group Session One Notes**

## **Highway 11 & Wisconsin Street Property Owners**

**November 29, 2004**

**Sturtevant Village Hall**

**Conducted by Planning Consultants, Barrientos Design & Consulting**

### **1. WISCONSIN STREET OWNER'S COMMENTS**

- Traffic flow is a primary issue.
- Moving the train station to Renaissance Place will hurt Wisconsin Street businesses.
- Closing the road (Wisconsin Street) will be very detrimental for local businesses
- Traffic is cutting through Renaissance Place instead.
- Took parking off east side of Wisconsin Street.
  - Cost the Village millions of dollars to move train station
  - No benefits to local businesses
  - Understanding is that there is no funding from Wisconsin Department of Transportation for overpass
  - Limited access to Wisconsin Street businesses with the Hwy 11 overpass
- Cutting off Wisconsin Street with the new train station on one end and an overpass at the other
- There has been a decline in traffic on Wisconsin Street
  - People avoid the area due to increased traffic flow on Hwy 11 (difficult to turn onto Hwy 11 from Wisconsin)
  - Stop light as a potential solution
  - DOT denied stoplight because it would be too close to the railroad tracks
- Have Wisconsin Street go through Overpass instead of a dead end at HWY 11 and create a frontage road.
  - If Hwy 11 overpass is built, Wisconsin Street should have a pass through to allow traffic to south side of Hwy 11.
  - A frontage road should be provided so vehicles can access Wisconsin from the Hwy 11.
- Can Village buy the CP Depot lot and convert into a nice parking lot.
- The train switching over Hwy 11 occurs frequently and blocks traffic from coming on to Wisconsin. Can CP Rail be contacted and requested to change their switching location?
- Lack of public transportation is a problem
  - No bus service after 6PM
  - No local taxi service
  - People coming off train or visiting by public transportation, have been stranded here.
- Need to revitalize Wisconsin Street
- When Hwy 11 was changed to 4 lanes (approximately 20 years ago) it changed the atmosphere of the Village. Switched town center function of Wisconsin Street to none at all.



- Emphasis shifted from Wisconsin to Durand
- Historically, Wisconsin Street had grocery stores, hotels, and Civic uses. It was the hub of Sturtevant traditionally.
- Would be nice to recreate a town center of Sturtevant.
- Train Depot has been an integral part of Sturtevant's and Wisconsin Street's identity.
- People move and stayed in Sturtevant because it was quaint place. Would like to keep that character.
- Library would be a nice addition to the area
- Gas station on Wisconsin Street would help.
- Video store would help.
- Antique store would be complementary use.
- Attract a grocery store and bring in some retail
- Owners of Historical buildings should preserve their character.
- Land use and visual mismatch along Wisconsin Street
  - 2-story building in the middle of a residential area
  - Mix of retail, industrial, commercial and residential uses
  - 10 minute parking in front of Post Office
  - Post Office users are parking in local business parking lots
- There is some pedestrian activity along Wisconsin.
  - Some of this traffic comes from the neighboring houses.
- No business is generated from Renaissance Place for Wisconsin Street businesses
  - The group saw little relationship of their corridor to Renaissance Place. The businesses there don't seem that involved in the community.
- Not as much car or truck traffic along Wisconsin as use to be.
- Cars speed through corridor and don't notice the businesses located along the street.
- Some business is generated from prison staff.
- Committee received grant funding for flower pots and placed along Durand Avenue.
  - Durand Avenue –most visible within community
  - Limited funding available and volunteers are running the program
  - Committee is working on funding for Wisconsin Street
- Additional façade improvements to buildings along Wisconsin, close to Hwy 11 would be beneficial
  - Seek to maintain or recreate historical character of street.
- Street could use more greenery/simple (low maintenance) landscaping
- Consistent lighting throughout the area needed.
  - Opportunity for historic character light poles and fixtures.
- Straighten out the current utility poles; they are bent over in random form.
- Run utility lines underground to clean up visual environment.
- Concerned about losing park near Charles Street
  - Understanding is that the 100-year dedication time period is almost up
  - Kids use park for various activities, including sledding
- No place for kids to bike or trail system for them and exercisers.
- Revise zoning along Wisconsin, it is a historical area

- Rezone- can't have mix of housing and commercial and industrial – need some consistency. That or the plan commission needs to carefully review what is approved.
- If there is damage to a building, building owners are caught with not being able to re-build what they have now.
- Poor amenities in existing parks
  - Some funding for North & South Parks for new benches, flower pots, etc.
- Create walkways connecting condos to Wisconsin Street businesses
- Wisconsin Street is going to end up residential
- No room for new businesses
  - Homes are being torn down to develop commercial
  - Business should go into existing buildings
- Preserve historical quality & buildings
- How Mount Pleasant develops Highway 20 will impact future of Sturtevant
- Provide public parking lot
- Consistent enforcement of zoning standards
  - For example, CP parcels are excluded from Village requirements

## **2. SUMMARY OF WISCONSIN ST OWNER'S PRIORITIES**

1. Intersection of Wisconsin Street and Hwy 11/ Overpass
  - i. Concerns about impacts of proposed overpass on Wisconsin Street businesses
2. Train switching so close to Hwy 11
  - i. Push to Renaissance Place and the train station
  - ii. May adversely impact Stock Lumber
3. Create environment that is business and residential friendly through signage and landscaping
4. Develop/place a sign highlighting businesses on Wisconsin from Hwy 11
5. Zoning/further review of development requests
6. Moving train station to Renaissance Place will hurt Wisconsin Street
7. Lack of public transportation
8. Revitalize area – attract compatible businesses to area but keep separate from residential uses
9. Preserve historical character
10. Create a town center/ “traditional” downtown area

### 3. HIGHWAY 11/DURAND AVENUE PROPERTY OWNER'S COMMENTS

- West of RR, track needs a zoning change from Manufacturing to Commercial
- Rail switching backs up traffic. – change location of switching
- Concerned about future of the rail traffic.
- What are the incentives for growth of businesses? Need business magnet, incentives. Like a tax incentive or development incentive. Some feel business is not good.
- Traffic flow is good. But too fast and heavy- need to find a way to slow traffic at businesses.
- Easy access from 1-94 is good. Allows access to businesses outside Village such as IL and Kenosha
- Would like to get exciting new businesses located here. But also don't want to lose character of Village. Have some kind of a businesses magnet
- Customers like small, quaint town feel.
- Some don't want "Big Businesses" on corridor and prefer no change overall. Some prefer no change for area west of RR tracks.
- Need to define what kind of customers and visitors we want.
- Need more small shops and stores
- Durand is not Racine, need separate identity. Need separate character for the shops in Sturtevant
- House Insurance Lock- no insurance company would be willing to insure the housing because of the proposed zoning
- Some say don't change the zoning west of the railroad or change zoning to east. One idea that came up was to make most of the area a mixed use area.
- No problem with parking.
- Maybe the businesses need to get organized and put pressure on the village as a group like a business improvement district.
- Need to define edge of Village and Center. Could be through signage, gateways.
- Scale of the street is not pedestrian friendly or visually appealing. Need some sense of scale, gateways.
  - Light fixtures could be more characterful.
- Some like the downtown part of Kenosha others note that we are a village not a city like Kenosha.
- Annexed land from Mt. Pleasant needs a vision for use and growth.
- Challenge is that Highway 11 is under WisDOT control and railroad tracks are under Canadian Pacific control.
- Jobs and money are in northern Illinois.
- On-line review of information and of this study can be reviewed at [www.sturtevant-wi.gov](http://www.sturtevant-wi.gov)
- Zoning ordinances have changed over time and need reviewing.
  - West of tracks it is Industrial
  - East of Tracks it is Business
- Overpass and its construction will have a negative impact on businesses. Maybe the overpass needs to be an underpass Concerned about temporary closures that will lead to permanent closures – the effect of the overpass is one of the biggest issues

- If this is an overpass, will need to address way finding from north to south travel.
- What in the schedule for the Overpass final design and construction.
- People feel safe in Sturtevant.
- The village needs to make their mind of what they are going to do with the zoning and not to change every 3 years
- Why can't Village wait with the zoning change until Corridor study is done?
- Would be good to slow traffic down for pedestrians.
  - Provide turning lanes for more traffic control
- Utility poles are unsightly, look into burying them.
- Improve approval process, make it streamlined and easier to use.
- Use a website to track approvals.

#### **4. SUMMARY OF DURAND AVENUE PRIORITIES**

1. Effect of Overpass on businesses
2. Zoning Changes for both west and east ends.
3. Zoning approval process
4. Web-site based information and approval process.
5. Keeping visual cohesion and orientation with Overpass
6. Keeping a quaint town feel.
7. Attract new businesses

## **Focus Group Session Two Notes**

### **Economic Development Committee**

**December 14<sup>th</sup> & December 21<sup>st</sup>, 2004**

**Sturtevant Village Hall**

**Conducted by Planning Consultants, Barrientos Design & Consulting**

#### **1) Historical Uses**

- There have always been multipurpose uses/mixed uses in the area along both corridors but was more concentrated on Wisconsin Street originally.
- Most of Village was populated on the side north of Durand Avenue
- Historically a railroad town
- Still interested in the railroad
- Wisconsin Street is still the backbone of the community; should have a blend of business and residential.

#### **2) Trends/Catalyst for Change**

- Village Hall relocation & construction
- Business park
- Utilities have been upgraded
- Change from residential to smaller commercial uses (hair salon, insurance, antiques)
  - a) Related to zoning changes
  - b) Structures have not changed, uses have
- Upgrade of Willow Road entrance to Village
  - a) Village purchased the land
- More truck traffic
- Turning right or left from Hwy 11 is more dangerous
- Something needs to be done to Hwy 11
  - a) Getting in/out of businesses is a problem
- See how Racine has redeveloped their Main Street.

#### **3) Current Conditions**

- Traffic
  - a) More trucks
  - b) More traffic
  - c) More dangerous
- Concerns about lack of firm plan regarding the overpass
  - a) Impacts on attracting potential investors
  - b) Two approaches needed
    - (1) With overpass – strategies to deal with
    - (2) Without overpass
- Anticipate keeping same amount of rail traffic on Hwy 11
- Prefer underpass

- Biggest change occurred East of 90<sup>th</sup> Street on Durand
- Wisconsin Street is the core
  - a) Should start from there
  - b) Klinkert House is being renovated
  - c) Keep historical aspect
- 1952-1953 businesses started going to Durand
  - a) Hiawatha has been at current location for 100 years
  - b) Shifting more to commercial along Wisconsin
  - c) Used to be three buildings in Castlewood: a tavern, grocery store & post office
- Durand Avenue should be main focus

#### **4) Parking/Pedestrian Activity**

- Tremendous parking issues
- Cannot park on Hwy 11
- Cannot back out onto Hwy 11 (State ordinance)
- Need to find out what DOT design allowances are for commercial corridors and restrictions for street parking, turning lanes, medians and landscape enhancements
- Need off-street parking to keep businesses alive
- Resident pedestrian access/activity is not a problem
- Pedestrian access to businesses is a challenge
- When sidewalk is close to street, access is limited during the winter
  - a) Snow plows push snow onto sidewalk, very difficult to make a path

#### **5) Green Space**

- Tough thing to create/find along Hwy 11
- Make street more beautiful
- Utilities should go underground (look at Mount Pleasant)
- Sidewalks already create walking and bicycling paths

#### **6) Civic Uses**

- Library
  - a) Currently uses bookmobile
  - b) Very expensive to take on library but good to keep on radar for the future
- Farmers Market
- Create area for festival events
- Blue collar community
- Keep civic focus along Wisconsin
  - a) Could help attract people to that area

#### **7) Zoning**

- Misperceptions of community/property owners



- a) Misperceptions about the zoning process & getting a variance
  - b) Impacts of having home zoned commercial
- Deep lots along Hwy 11 were developed in order to provide rear access to business properties since there is limited access on to or off of Hwy 11

### **8) How Do You See the Village/Future Vision**

- East and West end of Hwy 11 offer potential for new office/retail developments best.
- The central part of Hwy 11 can be made more into a traditional mixed use area.
- From Wisconsin St a transition and tie-in is needed to Hwy 11.
- Aesthetically pleasing/quaint, warm, inviting appeal.
- Maintain image of small community.
- Signage that is proportional to lot size
  - a) Some signs are too big for land that they are on
- Don't turn Durand Avenue into the Durand Avenue in the City of Racine
- Like other village Main St. examples seen in: Brookfield, Elm Grove, Greenfield, New Berlin.
- Keep the "Village" look & feel
- More trees/landscaping
- Develop the amenities and people with shop here/residents will shop here
  - a) Develop the architecture
- Business should compliment housing and vice versa
- Need another restaurant on Hwy 11 (franchise)
  - a) Not just on Hwy 20
- Signage for Village on 90<sup>th</sup> Street
  - a) 5 entrances into the Village
  - b) Incorporate signage design into the look/architecture for the Village
  - c) Look at signage being designed by Moraczyk (sp?).
- Minimize access to Hwy 11
  - a) Create cul-de-sacs for some streets

### **9) What They Would Like to See**

- Need a landmark feature or facility to make Village memorable to visitors and passerbys.
- Enhance park system with:
  - a) Tot lot equipment
  - b) Skating rink, outdoor.
  - c) Organized recreation program
- Create a town square with benches and nice landscape for people to gather.
  - a) Have a Gazebo for festive and performance events.
- Create and brand a festival event that is unique to Sturtevant
- Create a unique shopping experience that invites people to come.
- Parking facility at existing Amtrak Station
  - a) Need to develop as a public parking

- b) Beneficial to all local businesses
  - c) Concerned about use if only one person owns land
- Like to see changes at intersection of Wisconsin & Durand (dangerous corner)
- Development mix ideas:
  - a) Grocery store
  - b) Pharmacy
  - c) Upscale restaurant
  - d) Farmers Market
- Consistent and themed banners, gateway and signage.
- Street lamps that have historic character
- Buried Utilities
- Consistent and well-developed architectural standards for corridors.

## **Focus Group Session Three Notes**

### **Real Estate Professionals & Governmental Officials**

**December 20th, 2004**

**Sturtevant Village Hall**

**Conducted by Planning Consultants, Barrientos Design & Consulting**

#### **1) Historical Uses & Current Problems**

- Village was originally designed around the railroad
- There are businesses that don't need highway access or high traffic counts
- There is no high end retail/ commercial office space
- There has been no good advanced planning or public input
- How are you going to combine all of the important aspects of growing a Village?
- How can you diversify yourself- don't want all highways to look the same or have the same developments
- There are no architectural standards or Village image
  - a) Important to develop a vision (e.g. Renaissance Business Park)
  - b) Too many building along Hwy 11 look like warehouse, not appropriate for entryway to town.
- Along HWY 11 – no residential
- Should coordinate land use plans with Mount Pleasant & Town of Summers
- Chattanooga, Tennessee has the largest freshwater aquarium
  - a) Why do people want to visit Sturtevant?
  - b) Need to find out what makes Sturtevant unique
- Have to keep traffic moving
- What kind of influence HW-20 and HK-K has on HW-11 for future development
- The plan that is been developed needs to be doable
- What Sturtevant has to offer what kind of special attraction
- Wisconsin street will die unless we reroute it
- Not enough connection between 20,11 and K
- How do you take some of the properties adjacent to railroad and buffer them to make negative into a positive?
- Absorption factor – How much can you absorb, sell or use?

#### **2) What attracts people to Sturtevant?**

- Low crime
- Stability
- Lots of employment locales
- Nicer homes for less money
- Superb Public Safety service
- Walking/biking paths and trails are important
- People are looking for organized activities
  - a) Large open space itself will not attract people
  - b) Look at what you don't have as a whole community – people are taking kids to where the activities are

**3) Competitive Advantages**

- Excellent labor pool/ highest unemployment
- Turning into a bedroom community
- 55 minutes from O'Hare; 26 minutes from Mitchell; 3-4 minutes from I-94
- Plenty of employment locations within ½ hour drive.
- Cheap water
- Cheaper utility costs?
- Land values are in a competitive range
- Railroad, especially if high speed comes/stops in Sturtevant
- Remnant of Barns Prairie habitat along railroad corridor, presented by DNR representative as possible restoration project and feature.
- Rails to Trails program from Village to Union Grove along Hwy 11. County stated they are working on a cross-county rail trail from Racine to Burlington. Check into plans that Bonestroo is designing

**4) Competitive Disadvantages**

- Railroad- impairs traffic, no overpass
- People avoid HWY 11 and use KR; Brown street or HWY 20
- A lot of industrial zoning; may need to consider retail/professional office space
- Parks are in shabby condition
- 

**5) Harmful Land Uses**

- Don't do another Renaissance Business Park
- Don't necessarily want more multi-family
- West end of Hwy 11 as entry to Village shouldn't be all industrial, not appropriate anymore. Village has more than enough industrial land use. Should proportion in more office, retail, commercial.

**6) Possible Actions for Improvement**

- If there is an overpass, need a landscape package, could be a place to overview the village upon approach.
- Improvements needed with overpass
- Slow down traffic through Village
- Make West end of Hwy 11 a nice gateway and encourage commercial/retail development instead of industrial. Plenty of industrial land north and south of 11.
- Façade improvements and consistency of character
- Landscape quality of streets, greenery, plantings, street furnishings, paving patterns.
- Use land adjacent to rail as an attractive buffer area, be more creative with land uses as done with Chicago area.
- Improve upon local parks
- Create Bike Trail; tie into County's; link Village's Parks and detention ponds with bicycle paths. How to connect east and west side at RR.

- Look into a Farmer's Market at old Depot, would create civic activity and could spin off other retail activity.
- Need viable retail shops that are unique from big box stores.
- Brainstorm on other attractions that would draw customers and visitors:
  - a) Farmer's market
  - b) Museum, a railroad museum
  - c) Ice skating rink
  - d) Soccer fields and complex
  - e) Recreation Center
- Change zoning to allow growth and help smaller manufactures.
- Durand Avenue should have no housing, all commercial, retail and industrial.
- Village needs consistent marketing
  - a) Help developers promote plans
- What can the Village do to help?
  - a) Continue cooperation
  - b) Better sewer/water engineering
- Retail/professional office along Durand
- Need an easy way to get around the Village
- Need to create a nice "front door"
- Create points of contact and interaction for residents such as in a park or nicely landscaped street.
- Concentrate on something that is unique, will have enough competition
- Plan for the future – sewer and water systems for future development
- How to buffer RR and make that strip of land look good.

#### 7) **Development Opportunities**

- Creating medical campuses/synergies between users
- People are looking for biotech/agritech developments
- How to attract business here to develop their tech business
- Next, how to attract the families to relocate here to work with tech businesses
- Misperception of the higher education levels of local labor pool
- Day /Night activities day due to the rail station and the businesses along Durand  
And night because people will come back home from working in Milwaukee and Chicago.
- Attractions- points of contact with the community.
- Front Door- must be attractive
- Entry to Village land uses should be retail and business, not industrial.
- Light rail to take people to the "center" from the station
- Good location – between multiple educational institutions
- Development types recommended: medical office buildings, lawyers, dentists, insurance company, restaurant, branch offices of Chicago and Madison companies. Pedestrian friendly strip malls
- Sturtevant is an excellent location for satellite business/industry campuses
  - a) Can serve Milwaukee and Madison
  - b) Still close to Chicago

**8) Governmental Group input**

- While doing stormwater management can obtain brownfield grants.
- RR Underpass design approach could have flooding problems.
- County has plans for cross County rail trail, coordinate with their engineers.,
- DNR offers potential to recreate Barnes Nature area.
- Racine County Economic Development Corp. offers their traffic studies.



# Market Analysis and Land Use Voids Analysis for the Wisconsin Street & Highway 11 Corridors

## Village of Sturtevant

### FINAL

March 28, 2005

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## EXECUTIVE SUMMARY

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The Village of Sturtevant in Racine County is a changing community. Growing in population from 1990 to 2000, the Village has experienced a net loss in population and households since 2000. Population projections show that the Village may continue losing population and households through 2010. However, the Village recently annexed approximately 600 acres into the Village boundaries, of which approximately 400 acres are likely to be developed as residential. Depending upon the rate of development, the Village can anticipate a growth in their 2010 population when compared to current population. The Village could potentially experience a 12% increase in population if residential development continues at the current rate. By 2020, the Village could potentially experience a 32% increase in population as compared to the 2000 Census.

If the projected population does indeed increase as a result of new residential developments, then the demand for other services, such as government and retail services, are likely to increase.

Median household income, an indicator of a community's ability to support its retail business sector, in the Village of Sturtevant was estimated to be \$59,928 in 2004. This figure is lower than that for all of Racine County and higher than median household income for the State of Wisconsin. Overall, the Village has strong ability to support its retail business sector and continues to grow in that ability.

Per capita income grew by 27.4% between 1990 and 2000 and was estimated to grow by almost 7% by 2004. By comparison, Racine County and State of Wisconsin was estimated to experience a greater increase in per capita income.

This smaller growth in per capita income may be explained by the number of individuals that are employed by the manufacturing and service sectors versus high-technology or other associated employment that is emerging in other area of the State.

### Market Analysis

We analyzed the market potential for retail goods and services using a "Pull Analysis" and by using estimates of sales surpluses and leakages.

Essentially, we found that Racine County is underserved by retail operations in several sectors. Furniture, apparel, food and other categories present opportunities for growth in Racine County. The Village of Sturtevant is significantly underserved by retail operations in almost all categories analyzed. That said, we do not see significant opportunity for growth because people simply drive a short distance to Racine or Kenosha to buy what they need and the Village does not offer significant locational advantages to permit retailers in those categories to effectively compete for business on a regional scale.

Retail stores that locate in the Village are likely to be neighborhood or convenience type establishments such as a video store or a gift card store. Neighborhood and convenience

type establishments provides for the day-to-day living needs of the community, including convenience goods and personal services.

Based on the preliminary market analysis, the Village could support an average of four (4) additional eating & drinking places, 10 apparel & accessories stores, two (2) home furniture/furnishings and six (6) appliance, TV and radio stores. The different types of establishments and stores within each category shown do not necessarily represent the areas of demand but demonstrate the different types, sizes and number of stores that could potentially be supported within the community.

The focus group sessions indicated that the community would like to see a grocery store, video store and retail that is complimentary to the existing stores, such as the local antique stores. A grocery store would likely be 15,000-20,000 square feet with a country market format and carry a smaller selection of foods, focusing on key items such as meats, dairy, fruits/vegetables. Most individuals are likely to continue to go outside the community for their major grocery shopping needs.

Due to traffic counts on Hwy 20 and Hwy 11, most retail is likely to locate along these corridors versus Wisconsin Street. Retailers will also want to be closer to the freeway. Retail businesses coming into the area will likely be concerned with the overpass/underpass issue and impacts on already lower traffic counts along Wisconsin Street and will opt for Hwy 11 or Hwy 20. The Wisconsin Department of Transportation 2002 traffic counts show 5,200 cars along Wisconsin Street and 12,600 –17,600 cars along Hwy 11.

### Land Use Voids Analysis

The Wisconsin Street and Durand Avenue/Hwy 11 Corridors are primarily commercial and retail in character intermixed with some industrial and residential uses. Because of this historical development pattern, residential development will be limited along Hwy 11 with Wisconsin Street offering more opportunities for single-family homes. Residential development in this area will, however, be dependent upon successful resolution of the railroad underpass/overpass issue that is currently facing the Village. Industrial development opportunities exist along Hwy 11 west of the railroad and at the Internet site. Hwy 11 will maintain its commercial and retail character and will be enhanced by streetscaping and traffic calming improvements.

### Residential Land Use

Housing along Hwy 11/Durand Avenue is primarily single-family homes. Several of the homes are utilized as retail or commercial uses. Residential uses do not fit with the designation of this area by the Village as a business/commercial corridor.

Housing along Wisconsin Street is primarily single family and is often adjacent to retail and commercial uses. Traffic along this Corridor has decreased as a result of the shift of traffic to Hwy H through Renaissance Business Park. Lower traffic volumes create an

area that becomes more attractive for single-family homes. If traffic volumes continue to decline, retail development will most likely shift to Hwy 11. The following recommendations were developed based on the results on the voids analysis:

- Single-family homes should be developed on parcels recently annexed into the Village south of Hwy 11, adjacent to existing neighborhoods.
- Multi-family units or mixed-use developments may be considered on the fringe of the primary business district that would then create a buffer for the development of single-family homes. Potential areas are on the east side of the corridor and in particular, north of Hwy 11. Additional areas for multi-family include the area on Hwy 11 between 94<sup>th</sup> and 97<sup>th</sup> Streets.

### Commercial Land Use

There does not appear to be significant demand for office/commercial uses within the Village. The commercial uses that do exist are primarily smaller businesses, such as a local insurance agent, accountants, lawyers, etc. A building trades council is currently developing an office building along Wisconsin Avenue. Businesses of this nature could be relocated to a mixed-use development that would enable them to maintain their visibility along the Corridor while separating the residential and commercial use. Another alternative would be a small office development along Hwy 11 that provides for off-street parking and would provide office space for multiple tenants.

### Industrial Land Use

Industrial uses along the Hwy 11 Corridor exist at the west of the railroad and north of Hwy 11 or the east side of the Corridor, east of 86<sup>th</sup> Street.

Vacant land within the Corridor that would be available for development include parcels west of the railroad and south of the existing industrial uses on Hwy 11 or the potential reuse of the Internet site, if the parcel becomes available, on the east end of the Corridor. Focus groups and stakeholder interviews also highlighted the advantages that the Village offers for industrial development. Location is one the Village's primary advantages. The Village is approximately two (2) miles from Interstate 94 and is close to both General Mitchell International Airport in Milwaukee and O'Hare International Airport in Chicago. Land values are competitive with other industrial parcels. The following recommendations were developed based on the results on the voids analysis:

- Utilize the results of the SEWRPC Industrial Park Absorption Rate study to assist in developing appropriate parcel size/acreage for industrial land west of the railroad on Hwy 11.
- Work closely with Racine County Economic Development Corporation to focus efforts to attract and retain manufacturing businesses.

- Redevelop the Internet parcel as an industrial use if parcel becomes available.

### Facilities and Destinations

The Village of Sturtevant has a long history and connection with the railroad. Local residents indicated that the Hiawatha Bar & Grill has been at that location for 100 years. Looking at museums and attractions within the State of Wisconsin, there are a few railroad related attraction in southeastern Wisconsin. According to the Wisconsin Department of Tourism, the two primary railroad attractions in Southeast Wisconsin are the East Troy Electric Railroad Museum and the Kenosha METRA station. All other attractions relate to turning abandoned railroads into trails. The Village of Sturtevant has an opportunity to build upon and celebrate that history.

The long history between the Village and the railroads ties into another potential opportunity. Wisconsin Avenue was the historical “Main Street” for the Village, due in part, to the location of the train depot on this street. Over time, retail and other business activity shifted towards Hwy 11. Wisconsin Street has an opportunity to be developed into a historical or heritage area for the community. This requires extensive research into the existing buildings to determine their historical significance as well as redeveloping some of the newer buildings into historical structures/facades to enhance the overall feel of such a district. The following opportunities and limitations are supported by the data we analyzed and the comments of the focus groups:

- The Village should evaluate the feasibility of creating a farmer’s market and a railroad museum or other related destination.
- The Village should also investigate developing a historical or heritage district along Wisconsin Street.
- If possible, the Village should enhance local recreational opportunities and tie into other County or regional recreational trails. According to stakeholder involvement, what makes Sturtevant attractive to many individuals is the feeling of community. A farmer’s market, historical district and recreational opportunities will enhance the Village while maintaining the feeling of community.

## 1.0 Introduction

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The Village of Sturtevant in Racine County is a changing community. Growing in population from 1990 to 2000, the Village has experienced a net loss in population and households since 2000. Population projections show that the Village may continue losing population and households through 2010. However, the Village recently annexed approximately 600 acres into the Village boundaries, of which approximately 400 acres are likely to be developed as residential. Depending upon the rate of development, the Village can anticipate a growth in their 2010 population when compared to current population.

Like the State of Wisconsin, Sturtevant is expected to experience an aging of its population as the percentage of persons aged 60 and over increases and its school age population decreases. In comparison, however, the Village has and is expected to have a relatively younger population than the State of Wisconsin as a whole. The Village of Sturtevant is projected to see a decline in population over the next two decades. The Village of Waterford, Village of Union Grove and the Village of Mount Pleasant are projected to see the greatest population increases over the next twenty years.

Median household income is lower in the Village than that for all of Racine County but higher than the State of Wisconsin median. Sturtevant's ability to support retail operations is strong. Racine County and State of Wisconsin are estimated to experience a greater increase in per capita income than the Village of Sturtevant. This smaller growth in per capita income may be explained by the number of individuals that are employed by the manufacturing and service sectors versus high-technology or other associated employment that is emerging in other area of the State.

### Data Sources

Data was obtained from a number of sources. Major suppliers of data include the following:

- Claritas, Inc. – demographic, consumer expenditure and sales data
- 1990 and 2000 U.S. Census- demographic data
- Wisconsin Department of Revenue- Income data
- Wisconsin Department of Administration, Demographics Service Center- demographics and projections
- 1997 Economic Census – sales data

All data obtained from third-party sources is available and will be turned over to the Village of Sturtevant at the conclusion of this study.

### Limitations of the Data

Sales data provides the foundation for many of the economic analyses of any retail development. The federal government conducts a survey of all areas of the economy every five years, including retail trade. The most recent Economic Census was conducted in 2002, however, local area results from that source will not be available until later in 2005. The 1997 Economic Census provides us with some background on what the local economy looked like before the emergence of some of the existing retailers.

Another limitation of sales data is that sales data for certain retail sectors in smaller municipalities like Sturtevant may not be available. Sales data is proprietary and is often times only available when there is a large enough sample that protects any one retailer from being identified. In many cases, the data we were able to obtain is presented for Racine County. In such case, we adjusted the figures, if appropriate, to arrive at a reasonable estimate for the Village of Sturtevant.

Claritas Inc. estimates sales and number of establishments by utilizing existing business databases that have been updated through phone verification and address/zip code verifications. Actual sales data is available for publicly-held companies. For other businesses, Claritas then models sales data that is collected from millions of national businesses to generate sales estimates for these businesses. This methodology provides the best estimate for sales data for such small geographies as villages and towns.

Income data is also not always available for the time period or area of analysis under consideration. The most recent income data that was available at the County level was for 2002.



## 2.0 Demographic Analysis

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Demographic characteristics of the Village of Sturtevant are presented in this section.

### Population

The Village of Sturtevant, with an estimated 2004 population of 5,434 is a community that experienced growth from 1990-2000 but has experienced a slight decline in population since 2000.

The Village's population grew from 3,803 in 1990 to 5,287 in 2000, a 39% increase in population. This was greater than population growth for the County as a whole. For comparison, Racine County grew by 7.9% from 1990 to 2000 with population of 175,034 in 1990 to a population of 188,831 by 2000.

Population projections for 2010 indicate that the Village of Sturtevant will experience a 4.2% decrease in population while Racine County will experience a 4.7% increase in population from 2000 to 2010. The projections of future population for the Village did not consider the annexation of approximately 600 acres of land intended primarily for residential development. We believe the Village's population for 2010 will show growth above current population when development of the annexed land is considered a part of the overall Village.

Table 1 depicts relevant population information.

Table 1. Percent Change in Population

<b>Population</b>	<b>1990</b>	<b>2000</b>	<b>2005</b>	<b>2010</b>	<b>2020</b>	<b>% Change 1990-2000</b>	<b>% Change 2000-2005</b>	<b>% Change 2000-2010</b>
Village of Sturtevant	3,803	5,287	5,175	5,067	4,859	39.0%	-2.1%	-4.2%
Racine County	175,034	188,831	193,189	197,662	206,989	7.9%	2.3%	4.7%
Village of Mount Pleasant	20,084	23,142	24,417	25,705	28,332	15.2%	5.5%	11.1%
City of Burlington	8,851	9,936	10,236	10,540	11,167	12.3%	3.0%	6.1%
Town of Caledonia	20,999	23,614	24,815	26,029	28,509	12.5%	5.1%	10.2%
Village of Rochester	978	1,149	1,206	1,265	1,383	17.5%	5.0%	10.1%
Village of Union Grove	3,669	4,322	4,590	4,860	5,410	17.8%	6.2%	12.4%
Village of Waterford	2,431	4,048	4,488	4,930	5,825	66.5%	10.9%	21.8%
State of Wisconsin	4,891,769	5,363,715	5,563,896	5,751,470	6,110,878	9.6%	3.7%	7.2%

Source: 2000 US Census & WI DOA Demographics Service Center

### Preliminary Population Projections

The population projections above are provided by the Wisconsin Department of Administration's Demographics Service Center and do not consider the additional land that has been annexed by the Village or the potential impact of converting a portion of this land for residential use upon the Village's projected population. The table below provides preliminary population projections based upon the following assumptions:

- The additional land that will be zoned residential will be developed as single-family homes.
- The additional residential land will be developed at the same rate as the Majestic Hills development, approximately 43 housing units per year.
- The Majestic Hills subdivision in the southeastern corner of the Village has approximately 324 parcels platted for residential development. It is assumed that the additional residential land, approximately twice the size of Majestic Hills, will therefore develop into 648 single-family housing units.
- The next housing development will not occur until the current housing development is completely built out, i.e., there will be no further housing developments until Majestic Hills is completely built out.
- It is assumed that there will be approximately 2.5 people per housing units.
- It assumes that there will be no other residential development in the Village outside of this area.

If any of the previous assumptions change, the preliminary population projections will also change.

Table X. Preliminary Projections with Additional Residential Development

Village of Sturtevant	Census 2000	Projection 2005	Projection 2010	Projection 2015	Projection 2020	Projection 2025	% Change 2000-2010	% Change 2000-2020	% Change 2010-2020
DOA Projections	5,287	5,175	5,067	4,965	4,859	4,826	-4.2%	-8.1%	-4.1%
Preliminary Projections w/ Residential Land Use	5,287	5,390	5,928	6,460	6,993	7,530	12.1%	32.3%	18.0%

The table above shows that the Village could potentially experience a 12% increase in population if residential development continues at the current rate. By 2020, the Village could potentially experience a 32% increase in population as compared to the 2000 Census.

If the projected population does indeed increase as a result of new residential developments, then the demand for other services, such as government and retail services, are likely to increase.

## Households

The growth in households within the Village of Sturtevant tracks similarly to population. The number of households in the Village grew at a slower pace than the State of Wisconsin as a whole and is projected to decline 2.4% from 2000 to 2005 and 3.9% from 2000 to 2010. The State of Wisconsin and Racine County are projected to experience an increase in households. Further details are shown in Table 2 below.

Table 2. Percent Change in Households

<b>Households</b>	<b>1990</b>	<b>2000</b>	<b>2005</b>	<b>2010</b>	<b>2020</b>	<b>% Change 1990-2000</b>	<b>% Change 2000-2005</b>	<b>% Change 2000-2010</b>
Village of Sturtevant	1,308	1,477	1,442	1,419	1,377	12.9%	-2.4%	-3.9%
Racine County	63,736	70,819	73,185	75,822	80,904	11.1%	3.3%	7.1%
Village of Mount Pleasant	7,708	9,453	10,082	10,753	12,086	22.6%	6.7%	13.8%
City of Burlington	3,346	3,838	3,995	4,168	4,502	14.7%	4.1%	8.6%
Town of Caledonia	7,058	8,549	9,081	9,651	10,779	21.1%	6.2%	12.9%
Village of Rochester	339	410	435	463	517	20.9%	6.1%	12.9%
Village of Union Grove	1,295	1,631	1,751	1,878	2,132	25.9%	7.4%	15.1%
Village of Waterford	903	1,561	1,750	1,949	2,349	72.9%	12.1%	24.9%
State of Wisconsin	1,822,118	2,084,556	2,190,210	2,303,238	2,506,932	14.4%	5.1%	10.5%

Source: 2000 US Census & WI DOA Demographics Service Center

### Population by Age

The age of a population can influence the type of retail development that occurs within a community. Generally, the lower the median age, the greater sales potential for retail goods and services. Table 3 below shows the age cohorts for the Village, County and State population. The Village of Sturtevant has a median age that is younger than that for the State as a whole.

Table 3. Median Age

<b>Median Age</b>	<b>1990</b>	<b>2000</b>	<b>2004 (Estimate)</b>
Village of Sturtevant	29.7	33.6	33.6
Racine County	32.8	36.0	36.9
State of Wisconsin	32.9	36.9	36.9

Source: 1990 & 2000 Census; Claritas, Inc.

Tables 4, 5 and 6 below show the population by age for the Village of Sturtevant, Racine County and the State of Wisconsin. These tables demonstrate what many other communities are experiencing: a decline in the number of children as people choose to have smaller families or choose not have children.

The tables also show significant increases in the age groups of 85 years of age and older. This can be explained by the natural aging of the population and individuals living longer due to advances in medical care. The location of a senior housing development within the community can also explain the higher percentage of individuals over the age of 85 years. The Village is experience slight growth in other age cohorts are that can be explained by natural aging.

Table 4.  
Percent Change in Population by Age for the Village of Sturtevant

<b>Age</b>	<b>Village of Sturtevant</b>				
	<b>1990</b>	<b>2000</b>	<b>2004 (Estimate)</b>	<b>% Change 1990-2000</b>	<b>% Change 2000-2004</b>
Age 0-4 Years	315	283	266	-10.2%	-6.0%
Age 5-9 Years	331	309	281	-6.6%	-9.1%
Age 10-14 Years	341	282	268	-17.3%	-5.0%
Age 15-17 Years	180	184	185	2.2%	0.5%
Age 18-20 Years	171	255	280	49.1%	9.8%
Age 21-24 Years	224	425	529	89.7%	24.5%
Age 25-34 Years	749	1,056	1,060	41.0%	0.4%
Age 35-44 Years	582	1,096	1,096	88.3%	0.0%
Age 45-49 Years	232	346	365	49.1%	5.5%
Age 50-54 Years	201	308	327	53.2%	6.2%
Age 55-59 Years	131	234	259	78.6%	10.7%
Age 60-64 Years	105	157	169	49.5%	7.6%
Age 65-74 Years	158	202	191	27.8%	-5.4%
Age 75-84 Years	60	118	119	96.7%	0.8%
Age 85 and Over	23	32	39	39.1%	21.9%
Total Population	3,803	5,287	5,434		

Source: 1990 & 2000 US Census; Claritas Inc.

By comparison, Racine County and the State of Wisconsin have experienced a greater decline in the 25-34 and 35-44 age groups.

Table 5.  
Percent Change in Population by Age for Racine County

Age	Racine County				
	1990	2000	2004 (Estimate)	% Change 1990-2000	% Change 2000-2004
Age 0-4 Years	13,635	13,220	12,880	-3.0%	-2.6%
Age 5-9 Years	14,338	14,069	13,326	-1.9%	-5.3%
Age 10-14 Years	13,267	14,667	14,375	10.6%	-2.0%
Age 15-17 Years	7,381	8,995	9,139	21.9%	1.6%
Age 18-20 Years	6,553	7,301	7,821	11.4%	7.1%
Age 21-24 Years	9,159	8,314	9,681	-9.2%	16.4%
Age 25-34 Years	29,847	24,531	22,633	-17.8%	-7.7%
Age 35-44 Years	26,393	32,004	31,043	21.3%	-3.0%
Age 45-49 Years	9,966	14,063	15,039	41.1%	6.9%
Age 50-54 Years	8,302	12,204	13,228	47.0%	8.4%
Age 55-59 Years	7,571	9,105	10,641	20.3%	16.9%
Age 60-64 Years	7,532	7,125	8,032	-5.4%	12.7%
Age 65-74 Years	12,156	12,006	11,734	-1.2%	-2.3%
Age 75-84 Years	6,700	8,381	8,769	25.1%	4.6%
Age 85 and Over	2,234	2,846	3,312	27.4%	16.4%
Total Population	175,034	188,831	191,653		

Source: 1990 & 2000 US Census; Claritas Inc.

Table 6.  
Percent Change in Population by Age for Wisconsin

Age	State of Wisconsin				
	1990	2000	2004 (Estimate)	% Change 1990-2000	% Change 2000-2004
Age 0-4 Years	360,730	342,340	337,367	-5.1%	-1.5%
Age 5-9 Years	376,303	379,484	356,227	0.8%	-6.1%
Age 10-14 Years	353,587	403,074	393,691	14.0%	-2.3%
Age 15-17 Years	198,362	243,858	253,503	22.9%	4.0%
Age 18-20 Years	225,390	243,886	256,245	8.2%	5.1%
Age 21-24 Years	286,936	276,743	306,829	-3.6%	10.9%
Age 25-34 Years	822,215	706,168	686,054	-14.1%	-2.8%
Age 35-44 Years	724,617	875,522	857,278	20.8%	-2.1%
Age 45-49 Years	260,504	397,693	425,845	52.7%	7.1%
Age 50-54 Years	218,378	334,613	376,184	53.2%	12.4%
Age 55-59 Years	204,647	252,742	295,449	23.5%	16.9%
Age 60-64 Years	208,879	204,999	230,770	-1.9%	12.6%
Age 65-74 Years	358,419	355,307	353,958	-0.9%	-0.4%
Age 75-84 Years	218,509	251,621	258,292	15.2%	2.7%
Age 85 and Over	74,293	95,625	108,987	28.7%	14.0%
Total Population	4,891,769	5,363,675	5,496,679		

Source: 1990 & 2000 US Census; Claritas Inc.

### Median Household Income

Median household income, an indicator of a community's ability to support its retail business sector, in the Village of Sturtevant was estimated to be \$59,928 in 2004. This figure is lower than that for all of Racine County and higher than median household income for the State of Wisconsin. Table 7 shows the median household for the Village, County and State along with other communities within Racine County. Table 8 shows the percent change in median household income from 1990, 2000 and 2004. Growth is keeping pace with that for Racine County and exceeds the state average.

Overall, the Village has strong ability to support its retail business sector and continues to grow in that ability.

Table 7. Percent Change in Median Household Income 1990-2000

<b>Median Household Income</b>	<b>1990</b>	<b>2000</b>	<b>% Change 1990-2000</b>
Village of Sturtevant	\$ 32,795	\$ 51,492	57.0%
Racine County	\$ 32,751	\$ 48,059	46.7%
Village of Mount Pleasant	\$ 38,920	\$ 52,869	35.8%
City of Burlington	\$ 33,630	\$ 43,365	28.9%
Town of Caledonia	\$ 43,244	\$ 61,647	42.6%
Village of Rochester	\$ 38,558	\$ 55,063	42.8%
Village of Union Grove	\$ 29,491	\$ 50,636	71.7%
Village of Waterford	\$ 35,368	\$ 55,804	57.8%
State of Wisconsin	\$ 29,442	\$ 43,791	48.7%

Source: 1990 & 2000 US Census

Table 8. Percent Change in Median Household Income 1990-2004

<b>Median Household Income</b>	<b>1990</b>	<b>2000</b>	<b>2004</b>	<b>% Change 1990-2000</b>	<b>% Change 2000-2004</b>
Village of Sturtevant	\$ 32,795	\$ 51,492	\$ 57,445	57.0%	11.6%
Racine County	\$ 32,751	\$ 48,059	\$ 52,475	46.7%	9.2%
State of Wisconsin	\$ 29,442	\$ 43,791	\$ 48,283	48.7%	10.3%

Source: 1990 & 2000 US Census; Claritas, Inc.



### Per Capita Income

Per capita income is an average income that is obtained by dividing aggregate income by total population of an area. With median household income, per capita income is another indicator of a community's ability to support retail and is used in many retail analyses to assess the local retail market. Table 9. shows the per capita income for 1990, 2000 and an estimate for 2004.

Per capita income grew by 27.4% between 1990 and 2000 and was estimated to grow by almost 7% by 2004. By comparison, Racine County and State of Wisconsin was estimated to experience a greater increase in per capita income.

This smaller growth in per capita income may be explained by the number of individuals that are employed by the manufacturing and service sectors versus high-technology or other associated employment that is emerging in other area of the State.

Table 9. Percent Change in Per Capita Income

<b>Per Capita Income</b>	<b>1990</b>	<b>2000</b>	<b>2004 (Estimate)</b>	<b>%Change 1990-2000</b>	<b>%Change 2000-2004</b>
Village of Sturtevant	\$ 12,627	\$ 16,093	\$ 17,213	27.4%	7.0%
Racine County	\$ 14,023	\$ 21,772	\$ 24,134	55.3%	10.8%
Wisconsin	\$ 13,276	\$ 21,271	\$ 23,962	60.2%	12.7%

Source: 1990 & 2000 Census; Claritas, Inc.

### 3.0 Population Projections

Population projections were obtained from the State of Wisconsin Department of Administration's Demographic Service Center. The Southeastern Wisconsin Regional Planning Commission (SEWRPC) provides population projections on a county level, but not on a municipal level. SEWRPC is currently working on population projections for regions within Racine County.

Table 10. below shows the projected population for the Village of Sturtevant, Racine County, State of Wisconsin and other communities within the County. Based on the Demographic Service Center projections, the Village of Sturtevant is projected to see a decline in population over the next two decades( might need to re-mention that the projections do not include the new land we obtained). The Village of Waterford, Village of Union Grove and the Village of Mount Pleasant are projected to see the greatest population increases over the next twenty years.

Table 10. Population Projections

Type and Name of Municipality	Census 2000	Projection 2005	Projection 2010	Projection 2015	Projection 2020	Projection 2025	% Change 2000-2010	% Change 2000-2020	% Change 2010-2020
Village of Sturtevant	5,287	5,175	5,067	4,965	4,859	4,826	-4.2%	-8.1%	-4.1%
Town of Caledonia	23,614	24,815	26,029	27,279	28,509	29,693	10.2%	20.7%	9.5%
Village of Mount Pleasant	23,142	24,417	25,705	27,028	28,332	29,589	11.1%	22.4%	10.2%
Village of Rochester	1,149	1,206	1,265	1,324	1,383	1,440	10.1%	20.4%	9.3%
Village of Union Grove	4,322	4,590	4,860	5,137	5,410	5,675	12.4%	25.2%	11.3%
Village of Waterford	4,048	4,488	4,930	5,380	5,825	6,261	21.8%	43.9%	18.2%
City of Burlington*	9,936	10,236	10,540	10,858	11,167	11,459	6.1%	12.4%	5.9%
Racine County	66,211	69,752	73,329	77,006	80,626	84,117	10.8%	21.8%	10.0%
State of Wisconsin	5,363,715	5,563,896	5,751,470	5,931,386	6,110,878	6,274,867	7.2%	13.9%	6.2%

Source: WI Dept of Administration, Demographic Service Center

The Wisconsin Department of Administration's Demographic Service Center develops projections using historical trends such as previous populations, births, deaths and migration. The Demographic Service Center does not take into consideration land use planning, zoning restrictions, local geophysical conditions and other policies that ultimately affect residential, along with business, location. The projections shown above provide the Village with baseline projections for future years.

## Market Analysis

The table below shows preliminary population projections based on assumptions outlined in Section 2 of the report. These projections attempt to quantify the impact of future residential development on Village's population.

Table X. Preliminary Population Projections with Additional Residential Development

Village of Sturtevant	Census 2000	Projection 2005	Projection 2010	Projection 2015	Projection 2020	Projection 2025	% Change 2000-2010	% Change 2000-2020	% Change 2010-2020
DOA Projections	5,287	5,175	5,067	4,965	4,859	4,826	-4.2%	-8.1%	-4.1%
Preliminary Projections w/ Residential Land Use	5,287	5,390	5,928	6,460	6,993	7,530	12.1%	32.3%	18.0%

## 4.0 Market Analysis

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### General Conclusions

We analyzed the market potential for retail goods and services using a “Pull Analysis” and by using estimates of sales surpluses and leakages.

Essentially, we found that Racine County is underserved by retail operations in several sectors. Furniture, apparel, food and other categories present opportunities for growth in Racine County. The Village of Sturtevant is significantly underserved by retail operations in almost all categories analyzed. That said, we do not see significant opportunity for growth because people simply drive a short distance to Racine or Kenosha to buy what they need and the Village does not offer significant locational advantages to permit retailers in those categories to effectively compete for business on a regional scale.

Retail stores that locate in the Village are likely to be neighborhood or convenience type establishments such as a video store or a gift card store. Neighborhood and convenience type establishments provides for the day-to-day living needs of the community, including convenience goods and personal services.

### Pull Factors

A pull factor measures the relative strength of a community’s retail market by examining local retail per capita sales and the per capita sales of a larger reference area, such as Racine County or the State of Wisconsin. If the pull factor is greater than one, the community is drawing in sales from other areas. If the pull factor is less than one, it is losing potential sales to outside areas.

A pull factor is calculated by dividing the Village’s per capita sales in a retail category by the County’s per capita sales in that same retail category. This is then multiplied by an income factor which is the County per capita income divided by the Village’s per capita income. Per capita sales were estimated by using the 2004 sales data provided by Claritas and dividing it by the estimated 2004 population of the Village and County respectively. Claritas provided an estimate for the 2004 per capita income for the Village of Sturtevant, Racine County and State of Wisconsin.

In the pull factor analysis for Racine County, examining 2004 per capita retail sales, the County is losing potential sales to an outside area. The close proximity of Racine County to Milwaukee County and Kenosha County is a likely explanation for this effect. Milwaukee is within a reasonable driving distance and offers many retail amenities. Kenosha County has two outlet malls that are also likely to attract individuals from Racine County. Table 11. shows the pull factors for Racine County.

In the pull factor analysis, shown in Table 12, for the Village of Sturtevant, again looking at 2004 per capita retail sales, the Village is drawing in sales from other areas. The retail categories that appear to be the strongest pull for the Village include gas stations, eating

## Market Analysis

& drinking places and general merchandise stores. The Village is losing sales to other communities in several retail areas, including food stores, apparel & accessories, and home furnishings as well as appliance, radio & TV. This, almost certainly, reflects the fact that retailers of these items tend to be dominated by large “category killer” stores that attract customers from a wide region and tend to locate near freeway interchanges or in other high traffic areas.

Table 11. Pull Factor Analysis for Racine County in 2004

<b>Retail Category</b>	<b>County Per Capita Sales</b>	<b>State Per Capita Sales</b>	<b>State Per Capita Income</b>	<b>County Per Capita Income</b>	<b>Pull Factor</b>
Apparel & Accessory	\$ 165.40	\$ 278.26	\$ 23,962	\$ 24,134	0.59
Women's Apparel	\$ 42.26	\$ 48.43	\$ 23,962	\$ 24,134	0.87
Mens & Boys Apparel	\$ 17.22	\$ 37.37	\$ 23,962	\$ 24,134	0.46
Shoe Stores	\$ 72.01	\$ 79.98	\$ 23,962	\$ 24,134	0.89
Food Stores	\$ 1,837.70	\$ 2,413.51	\$ 23,962	\$ 24,134	0.76
Eating & Drinking Places	\$ 1,538.20	\$ 1,816.66	\$ 23,962	\$ 24,134	0.84
Book Stores	\$ 25.05	\$ 28.42	\$ 23,962	\$ 24,134	0.88
Home Furniture/Furnishings	\$ 263.50	\$ 455.46	\$ 23,962	\$ 24,134	0.57
Appliance, Radio & TV	\$ 908.41	\$ 901.73	\$ 23,962	\$ 24,134	1.00
Gas Stations	\$ 291.15	\$ 328.56	\$ 23,962	\$ 24,134	0.88
Hardware, Lumber & Garden	\$ 1,445.84	\$ 1,440.74	\$ 23,962	\$ 24,134	1.00
Department Stores	\$ 1,299.74	\$ 1,264.11	\$ 23,962	\$ 24,134	1.02
General Merchandise	\$ 1,448.45	\$ 1,302.73	\$ 23,962	\$ 24,134	1.10

Table 12. Pull Factor Analysis for the Village of Sturtevant in 2004

<b>Retail Category</b>	<b>Village Per Capita Sales</b>	<b>County Per Capita Sales</b>	<b>County Per Capita Income</b>	<b>Village Per Capita Income</b>	<b>Pull Factor</b>
Apparel & Accessory	\$ -	\$ 165.40	\$ 24,134	\$ 17,213	0.00
Women's Apparel	\$ -	\$ 42.26	\$ 24,134	\$ 17,213	0.00
Mens & Boys Apparel	\$ -	\$ 17.22	\$ 24,134	\$ 17,213	0.00
Shoe Stores	\$ -	\$ 72.01	\$ 24,134	\$ 17,213	0.00
Food Stores	\$ 453.25	\$ 1,837.70	\$ 24,134	\$ 17,213	0.35
Eating & Drinking Places	\$ 1,336.23	\$ 1,538.20	\$ 24,134	\$ 17,213	1.22
Book Stores	\$ 49.07	\$ 25.05	\$ 24,134	\$ 17,213	2.75
Home Furniture/Furnishings	\$ -	\$ 263.50	\$ 24,134	\$ 17,213	0.00
Appliance, Radio & TV	\$ -	\$ 908.41	\$ 24,134	\$ 17,213	0.00
Gas Stations	\$ 955.23	\$ 291.15	\$ 24,134	\$ 17,213	4.60
Hardware, Lumber & Garden	\$ 572.96	\$ 1,445.84	\$ 24,134	\$ 17,213	0.56
Department Stores	\$ -	\$ 1,299.74	\$ 24,134	\$ 17,213	0.00
General Merchandise	\$ 1,548.05	\$ 1,448.45	\$ 24,134	\$ 17,213	1.50

Table 13 below shows the pull factor analysis for Racine County in 1997. By comparing the 2004 and 1997 analysis, it can be seen that the County pulled sales for bookstores and in 1997 and has since decreased its pull to 0.88.

The same comparison could not be made for the Village of Sturtevant because the 1997 Economic Census does not provide sales data at the Village level.

Table 13. Pull Factor Analysis for Racine County in 1997

<b>Retail Category</b>	<b>County Per Capita Sales</b>	<b>State Per Capita Sales</b>	<b>State Per Capita Income</b>	<b>County Per Capita Income</b>	<b>Pull Factor</b>
Apparel & Accessory	\$ 250.90	\$ 326.89	\$ 24,829	\$ 26,015	0.73
Women's Apparel	\$ -	\$ 65.65	\$ 24,829	\$ 26,015	0.00
Mens & Boys Apparel	\$ -	\$ -	\$ 24,829	\$ 26,015	0.00
Shoe Stores	\$ -	\$ 62.26	\$ 24,829	\$ 26,015	0.00
Food Stores	\$ 1,479.62	\$ 1,508.03	\$ 24,829	\$ 26,015	0.94
Eating & Drinking Places	\$ 737.89	\$ 861.09	\$ 24,829	\$ 26,015	0.82
Book Stores	\$ 43.74	\$ 37.19	\$ 24,829	\$ 26,015	1.12
Home Furniture/Furnishings	\$ 174.73	\$ 245.86	\$ 24,829	\$ 26,015	0.68
Appliance, Radio & TV	\$ 219.78	\$ 257.51	\$ 24,829	\$ 26,015	0.81
Gas Stations	\$ 767.15	\$ 857.40	\$ 24,829	\$ 26,015	0.85
Hardware, Lumber & Garden	\$ 999.82	\$ 1,111.28	\$ 24,829	\$ 26,015	0.86
Department Stores	\$ -	\$ 225.60	\$ 24,829	\$ 26,015	0.00
General Merchandise	\$ 1,219.97	\$ 796.70	\$ 24,829	\$ 26,015	1.46

### Sales Surplus & Leakage

A sales surplus and leakage analysis was also conducted to determine if people that are living within the Village are shopping inside or outside of the community. A sales surplus and leakage analysis compares the potential sales within a retail category against the actual retail sales. If a community has actual sales that are greater than the potential sales, then the community has a sales surplus. A sales surplus suggests that the community is attracting people from outside to shop or that people within the community have a higher consumption compared to the average person living in the region. If a community has actual sales that are less than potential sales, then people within the community are going outside of the area to shop or that they have a lower consumption compared to the average person living in the region.

Before a sales surplus or leakage can be determined, the potential sales for the community must be calculated. Potential sales are calculated by multiplying the population of the Village and the retail category per capita sales of the County. This is then multiplied by the index of income which is defined as the Village per capita income divided by the County per capita income. Per capita sales were estimated by using the 2004 sales data provided by Claritas and dividing it by the estimated 2004 population. Claritas provided an estimate for the 2004 per capita income for the Village of Sturtevant, Racine County and State of Wisconsin.

The difference between the actual sales, obtained from Claritas, and the calculated potential sales shows if a sales surplus or leakage exists within the community.

Table 14 shows the sales surplus or leakage for Racine County. Racine County is experiencing a sales leakage all retail categories except appliance, radio & TV; department stores and general merchandise stores. This presents opportunity for the county as a whole but locational preferences of retailers indicates a strong probability of location closer to the freeway as opposed to locating in town.

Table 14. Existing Sales Surplus or Leakage for Racine County

Retail Category	Population of the County	Per capita sales, statewide	Index of Income	Potential Sales for the County	Actual Sales for the County	Surplus or Leakage (Actual minus Potential Sales)
Apparel & Accessory	191,653	\$ 278.26	1.01	\$ 53,711,957	\$ 31,700,000	\$ (22,011,957)
Women's Apparel	191,653	\$ 48.43	1.01	\$ 9,348,233	\$ 8,100,000	\$ (1,248,233)
Mens & Boys Apparel	191,653	\$ 37.37	1.01	\$ 7,213,100	\$ 3,300,000	\$ (3,913,100)
Shoe Stores	191,653	\$ 79.98	1.01	\$ 15,437,578	\$ 13,800,000	\$ (1,637,578)
Food Stores	191,653	\$ 2,413.51	1.01	\$ 465,877,037	\$ 352,200,000	\$ (113,677,037)
Eating & Drinking Places	191,653	\$ 1,816.66	1.01	\$ 350,667,612	\$ 294,800,000	\$ (55,867,612)
Book Stores	191,653	\$ 28.42	1.01	\$ 5,485,327	\$ 4,800,000	\$ (685,327)
Home Furniture/Furnishings	191,653	\$ 455.46	1.01	\$ 87,916,236	\$ 50,500,000	\$ (37,416,236)
Appliance, Radio & TV	191,653	\$ 901.73	1.01	\$ 174,059,047	\$ 174,100,000	\$ 40,953
Gas Stations	191,653	\$ 328.56	1.01	\$ 63,421,898	\$ 55,800,000	\$ (7,621,898)
Hardware, Lumber & Garden	191,653	\$ 1,440.74	1.01	\$ 278,104,673	\$ 277,100,000	\$ (1,004,673)
Department Stores	191,653	\$ 1,264.11	1.01	\$ 244,009,257	\$ 249,100,000	\$ 5,090,743
General Merchandise	191,653	\$ 1,302.73	1.01	\$ 251,464,666	\$ 277,600,000	\$ 26,135,334

Source: Claritas, 2000 US Census

Table 15. below shows the sales surplus or leakage for the Village of Sturtevant. Based on the existing retail market, the Village is losing sales in the apparel & accessories; food stores; home furniture/furnishings; appliance, radio & TV; hardware, lumber & garden and department store retail categories.

Table 15. Existing Sales Surplus or Leakage for the Village of Sturtevant

Retail Category	Population of the Village	Per capita sales, County	Index of Income	Potential Sales for the Village	Actual Sales for the Village	Surplus or Leakage (Actual minus Potential Sales)
Apparel & Accessory	5,434	\$ 165.40	0.71	\$ 641,048	\$ -	\$ (641,048)
Women's Apparel	5,434	\$ 42.26	0.71	\$ 163,801	\$ -	\$ (163,801)
Mens & Boys Apparel	5,434	\$ 17.22	0.71	\$ 66,734	\$ -	\$ (66,734)
Shoe Stores	5,434	\$ 72.01	0.71	\$ 279,068	\$ -	\$ (279,068)
Food Stores	5,434	\$ 1,837.70	0.71	\$ 7,122,306	\$ 2,462,937	\$ (4,659,369)
Eating & Drinking Places	5,434	\$ 1,538.20	0.71	\$ 5,961,544	\$ 7,261,084	\$ 1,299,540
Book Stores	5,434	\$ 25.05	0.71	\$ 97,067	\$ 266,667	\$ 169,599
Home Furniture/Furnishings	5,434	\$ 263.50	0.71	\$ 1,021,228	\$ -	\$ (1,021,228)
Appliance, Radio & TV	5,434	\$ 908.41	0.71	\$ 3,520,708	\$ -	\$ (3,520,708)
Gas Stations	5,434	\$ 291.15	0.71	\$ 1,128,406	\$ 5,190,698	\$ 4,062,291
Hardware, Lumber & Garden	5,434	\$ 1,445.84	0.71	\$ 5,603,609	\$ 3,113,483	\$ (2,490,126)
Department Stores	5,434	\$ 1,299.74	0.71	\$ 5,037,383	\$ -	\$ (5,037,383)
General Merchandise	5,434	\$ 1,448.45	0.71	\$ 5,613,720	\$ 8,412,121	\$ 2,798,401

Source: Claritas, 2000 US Census



### Potential New Stores

A preliminary market analysis was conducted using consumer expenditure and sales data obtained by Claritas. The purpose of the market analysis is to provide support to the pull factor and sales surplus/leakage analyses that will be used to estimate the impact of the proposed development on the local retail market. Further detail of the market analysis can be found in the Appendix

Table 16. below shows the number of potential stores that could be supported in the Village based on the existing retail supply and demand. The retail categories that demonstrated a shortfall, meaning demand in these categories exceeds the local supply are shown below. From these retail categories, specific retail types are used to demonstrate the number of stores that could be supported based on median store size and median sales per square foot. Median size and median sales per square foot were obtained from the Dollars & Cents of Shopping Centers: 2004.

Caution: These estimates provide a reasonable indicator of unmet demand for goods and services in an area. Great care must be taken to interpret them. Our society is mobile and municipal boundaries are artificial means to separate retail markets. If demand is unmet in one area, people simply drive to another area to shop for the items they need. We believe the estimates provide an “exceptionally best case scenario” because of the desire by retailers to locate in clusters near freeway interchanges or other busy traffic links.

Based on the preliminary market analysis, the Village could support an average of four (4) additional eating & drinking places, 10 apparel & accessories stores, two (2) home furniture/furnishings and six (6) appliance, TV and radio stores. The different types of establishments and stores within each category shown do not necessarily represent the areas of demand but demonstrate the different types, sizes and number of stores that could potentially be supported within the community.

Caution must be taken not to interpret the statistics literally. It is highly unlikely the Village of Sturtevant will see 10 new apparel stores wanting to locate within its borders. The average sales of apparel stores, for example, is based on a universe that includes small boutique stores that sell a few items up to and including large apparel stores that may sell thousands of items. The potential for sales growth will also be diluted by other retail establishments also carry apparel such as general merchandise stores and department stores.

Looking at different types of establishments within the eating & drinking places category, the Village could potentially support up to six (6) additional bagel, five (5) sandwich shops or up to nine (9) Chinese fast food restaurants.

Looking at different types of establishments within the apparel & accessories category, the Village could potentially support up to ten (10) women’s ready-to-wear shops or 11 men’s wear shops. For the appliance, radio and TV retail category, the Village could

support up to five (5) stores that sell record & tapes, eight (8) computer/computer software stores or eight (8) general electronics store.

Table 16 on the next page shows this information in greater detail.

## Market Analysis

Table 16. Potential New Stores

Category	Estimated Shortfall	Median Sales per Sq Foot	Maximum Supportable Sq. Feet	Median Store Size (sq. ft.)	Potential Number of New Stores
<b><i>Eating and Drinking Places</i></b>	\$2,136,045				
Restaurant w/o liquor	\$	237.29	9,002	3,581	3
Restaurant with liquor	\$	301.85	7,077	5,204	1
Sandwich Shop	\$	312.50	6,835	1,365	5
Chinese Fast Food	\$	155.46	13,740	1,600	9
Bagels	\$	184.19	11,597	1,981	6
<b>Category Average</b>	\$	238.26	9,650	2,746	<b>4</b>
<b><i>Apparel and Accessories</i></b>	\$7,278,940				
Women's Specialty	\$	199.25	36,532	3,000	12
Women's Ready-to-Wear	\$	167.80	43,379	4,400	10
Men's Wear	\$	185.37	39,267	3,500	11
Children's Wear	\$	236.54	30,773	3,910	8
Athletic Footwear	\$	291.92	24,935	3,040	8
Family Shoes	\$	174.83	41,634	4,000	10
<b>Category Average</b>	\$	209.29	36,087	3,642	<b>10</b>
<b><i>Food Stores</i></b>	\$7,589,123				
Supermarket	\$	390.25	19,447	50,420	<b>0</b>
<b><i>Book Stores</i></b>	\$663,042				
	\$	155.38	4,267	10,093	<b>0</b>
<b><i>Appliance, Radio &amp; TV</i></b>	\$6,141,147				
Audio Video	\$	224.29	27,380	5,463	5
Records & Tapes	\$	254.45	24,135	4,464	5
Computer Software	\$	535.92	11,459	1,500	8
Electronics (General)	\$	275.64	22,280	2,700	8
<b>Category Average</b>	\$	322.58	21,314	3,532	<b>6</b>
<b><i>Home Furniture/Furnishings</i></b>	\$2,242,239				
Furniture	\$	224.69	9,979	1,916	5
Bath Shop & Linens	\$	171.28	13,091	10,670	1
Home Accessories	\$	211.62	10,596	7,595	1
Kitchen Store	\$	184.37	12,162	3,570	3
<b>Category Average</b>	\$	197.99	11,457	5,938	<b>2</b>

To summarize, we found that Racine County is underserved by retail operations in several sectors. Furniture, apparel, food and other categories present opportunities for growth in Racine County. The Village of Sturtevant is significantly underserved by retail operations in almost all categories analyzed. That said, we do not see significant opportunity for growth because people simply drive a short distance to Racine or Kenosha to buy what they need and the Village does not offer significant locational advantages to permit retailers in those categories to effectively compete for business on a regional scale.

Retail stores that locate in the Village are likely to be neighborhood or convenience type establishments such as a video store or a card store. The focus group sessions indicated that the community would like to see a grocery store, video store and retail that is complimentary to the existing stores, such as the local antique stores. A grocery store would likely be 15,000-20,000 square feet with a country market format and carry a smaller selection of foods, focusing on key items such as meats, dairy, fruits/vegetables. Most individuals are likely to continue to go outside the community for their major grocery shopping needs.

Due to traffic counts on Hwy 20 and Hwy 11, most retail is likely to locate along these corridors versus Wisconsin Street. Retailers will also want to be closer to the freeway. Retail businesses coming into the area will likely be concerned with the overpass/underpass issue and impacts on already lower traffic counts along Wisconsin Street and will opt for Hwy 11 or Hwy 20. The Wisconsin Department of Transportation 2002 traffic counts show 5,200 cars along Wisconsin Street and 12,600 –17,600 cars along Hwy 11.

Feedback from some retail developers suggest that competition for larger retail establishments, like a big box, will come from Kenosha rather than within Racine County because of the presence of big box stores in Racine and adjacent communities. Retail developers may first look at Kenosha which currently has few, if any, big box stores. Big box stores will then attract other retailers to that area.

## 5.0 Land Use Voids Analysis

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The following is summary of the land use voids for the Hwy 11/Durand Avenue Corridor and the Wisconsin Corridor. These corridors are primarily commercial and retail in character intermixed with some industrial and residential uses.

Because of this historical development pattern, residential development will be limited along Hwy 11 with Wisconsin Street offering more opportunities for single-family homes. Residential development in this area will, however, be dependent upon successful resolution of the railroad underpass/overpass issue that is currently facing the Village. Industrial development opportunities exist along Hwy 11 west of the railroad and at the Internet site. Hwy 11 will maintain its commercial and retail character and will be enhanced by streetscaping and traffic calming improvements.

### Retail Development

Racine County is underserved by retail operations in several sectors. Furniture, apparel, food and other categories present opportunities for growth in Racine County. The Village of Sturtevant is significantly underserved by retail operations in almost all categories we analyzed. That said, we do not see significant opportunity for growth in retail development because of the Village's distance from the freeway. Many goods are sold by large "category killer" stores that offer considerable selection of merchandise and tend to locate in very high traffic areas. People simply drive a short distance to Racine or Kenosha to buy what they need from the larger stores and the Village does not offer significant locational advantages to permit retailers in those categories to effectively compete for business on a regional scale.

Retail stores that locate in the Village are likely to be neighborhood or convenience type establishments such as video rentals, hair salons like Cost Cutters, gift card stores, etc. Neighborhood and convenience type establishments provides for the day-to-day living needs of the community, including convenience goods and personal services.

Based on the preliminary market analysis, the Village could support additional eating & drinking places, apparel & accessories stores, home furniture/furnishings and appliance, TV and radio stores. Table 17. on the next page shows the maximum square footage that could be supported in the Village and median size of an establishment. This is not to say that the Village of Sturtevant will see the development of all of the retail square footage indicated above. The development of retail space will be diluted by other retail establishments that also carry similar goods & services as well as by any additional retail development that occurs outside of the Village.

Table 17. Supportable Retail Square Footage

Category	Maximum Supportable Sq. Feet	Median Store Size
Eating & Drinking Places	9,650	2,746
Apparel & Accessories	36,087	3,642
Appliance, TV & Radio	21,314	3,532
Home Furniture/Furnishings	11,457	5,938

The Village could support a small grocery store – less than the typical 65,000 sq. ft. stores that dominate the market. This suggests that the grocery store would be more of a Country Market format, rather than a Woodman's that carries a full line of food products. A grocery store will most likely develop along Hwy 11 where it has greater visibility and higher traffic counts.

### Residential Development

Focus group and stakeholder interviews highlighted many reasons why the Village of Sturtevant is an attractive community in which to live. Some of the more significant ones we heard from respondents include:

- low crime,
- stability,
- more home for their money, and
- a good location, located conveniently located between Milwaukee and northern Illinois

Buyers can purchase a home within a manageable commute of Milwaukee and northern Illinois. A review of homes for sale in the Village shows sales prices that range from \$120,000 to over \$250,000. Many of the realtors indicated that the residential market has picked up in the last few years.

The Village of Sturtevant has experienced a 13.8% increase in housing units from 1990 and 2000 while the County overall experienced an 11.6% increase in housing units. By comparison, the Village of Waterford experienced a 72% increase in their housing units over the same time period. Within the Village of Sturtevant, 43 new homes were constructed in 2004 in the Majestic Hills development with an additional 43 homes projected for 2005. Table 18. below shows the change in housing units from 1990 to 2000 for the Village of Sturtevant and other communities within Racine County.

Table 18. Change in Housing Units

Housing Units	1990	2000	% Change
Village of Sturtevant	1,337	1,521	13.8%
Racine County	66,945	74,718	11.6%
Village of Mnt Pleasant	8,000	9,768	22.1%
City of Burlington	3,422	3,976	16.2%
Town of Caledonia	7,251	8,839	21.9%
Village of Rochester	346	425	22.8%
Village of Union Grove	1,321	1,677	26.9%
Village of Waterford	947	1,628	71.9%

Source: 1990 & 2000 US Census

Focus group and stakeholder interviews indicated a preference for single-family housing over multi-family developments. Many felt that the Village had an adequate supply of multi-family units.

Housing along Hwy 11/Durand Avenue is primarily single-family homes. Several of the homes are utilized as retail or commercial uses. Residential uses do not fit with the designation of this area by the Village as a business/commercial corridor.

Housing along Wisconsin Street is primarily single family and is often adjacent to retail and commercial uses. Traffic along this Corridor has decreased as a result of the shift of traffic to Hwy H through Renaissance Business Park. Lower traffic volumes create an area that becomes more attractive for single-family homes. If traffic volumes continue to decline, retail development will most likely shift to Hwy 11.

#### Development opportunities and limitations

The following opportunities and limitations relating to housing development are supported by the data we analyzed and the comments of the focus groups:

- Single-family homes should be developed on parcels recently annexed into the Village south of Hwy 11, adjacent to existing neighborhoods.
- The high traffic volume and the commercial/retail character of Hwy 11 will limit the development of single-family homes along the Corridor. Multi-family units or mixed-use developments may be considered on the fringe of the primary business district that would then create a buffer for the development of single-family homes.
- Wisconsin Street offers some potential for single-family homes because it has lower traffic volumes. However, the overall development of this Corridor is somewhat dependent upon the outcome of the railroad overpass/underpass issue.

Please note a significant caveat to these recommendations: An overpass will present obstacles to existing retail establishments to maintain their viability as declining traffic



volumes further drop as access is hindered to Wisconsin Street. This may shift the existing character of Wisconsin Street from a mix of residential, retail and commercial to more residential and perhaps some commercial uses that are not dependent upon access and visibility. An underpass creates a better opportunity for existing retail establishments to continue and therefore, maintain the mix of residential, commercial and retail uses.

### Commercial/Office Development

Within the Village, many residential units are being utilized as commercial/office space. This is particularly noticeable along Hwy 11/Durand Avenue. These uses could be shifted into smaller commercial developments or mixed-use developments.

There does not appear to be significant demand for office/commercial uses within the Village. The commercial uses that do exist are primarily smaller businesses, such as a local insurance agent, accountants, lawyers, etc. A building trades council is currently developing an office building along Wisconsin Street. Businesses of this nature could be relocated to a mixed-use development that would enable them to maintain their visibility along the Corridor while separating the residential and commercial use. Another alternative would be a small office development along Hwy 11 that provides for off-street parking and would provide office space for multiple tenants.

### Industrial Development

Land within the primary corridor is zoned business/commercial and currently acts as the Village's primary business district. Retail and commercial uses are located primarily along Hwy 11/Durand Avenue and Wisconsin Street. Industrial uses along the Hwy 11 Corridor exist at the west of the railroad and north of Hwy 11 or the east side of the Corridor, east of 86<sup>th</sup> Street.

Vacant land within the Corridor that would be available for development include parcels west of the railroad and south of the existing industrial uses on Hwy 11 or the potential reuse of the Internet site, if the parcel becomes available, on the east end of the Corridor. Focus groups and stakeholder interviews also highlighted the advantages that the Village offers for industrial development. Location is one the Village's primary advantages. The Village is approximately two (2) miles from Interstate 94 and is close to both General Mitchell International Airport in Milwaukee and O'Hare International Airport in Chicago. Land values are competitive with other industrial parcels.

Racine County in general offers an excellent labor pool and currently has the highest unemployment rate in Wisconsin. In December, the Department of Workforce Development reported that the unemployment rate for the Racine Metropolitan Statistical Area (MSA) had an unemployment rate of 6.9%. By comparison, the State of Wisconsin had an unemployment rate of 4.6% and the Milwaukee-Waukesha MSA had an unemployment rate of 5.0%. The manufacturing sector has been hard hit by competition from right-to-work states and by offshore competition, particularly Chinese locations for

manufacturing. Return of major manufacturing employers is doubtful. More opportune are specialty or niche manufacturers that tend to employ fewer people.

Focus group and stakeholder involvement highlighted the potential for attracting bio-tech or an agri-tech industries to the area or creating a research park for those type of industries. These industries prefer to be located near a research facility, such as a research hospital or institution.

Interestingly, we learned in stakeholder interviews that many of the existing business and industrial parks are doing well. Table 19. below shows an estimate of the existing business or industrial park parcels that are available within Racine County. Renaissance Industrial Park offers a broader range of acreage from their existing supply than many of the business/industrial parks in the County, including Blackhawk Industrial and Olsen Industrial Park.

Table 19. Industrial/Business Park Available Parcels

<b>Industrial Park</b>	<b>Location</b>	<b># of Parcels Available</b>	<b>Acreage Ranges</b>	<b>Price</b>
Renaissance Industrial Park	Village of Sturtevant	17	1.47-15.12 acres	\$79,900/acre
Blackhawk Industrial Park	Town of Raymond	4	2.38-3.65 acres	\$19,000-\$25,000/acre
Stephen F. Olsen Industrial Park	City of Racine	6	1.6-2.7 acres	\$22,500/acre
Union Grove Industrial Park Annex	Village of Union Grove	7	2.32-11 acres	\$18,000
Caledonia Business Park	Town of Caledonia	11	2-34.2 acres	\$49,900/acre
Grandview Business Park	Town of Yorkville	10	3.52-13.38 acres	\$91,476-\$124,146 /acre

One of the potential disadvantages facing the Village is the existing transportation infrastructure. While the railroad can be an advantage for the Village, it also stops traffic along Hwy 11. Many individuals avoid Hwy 11 just for the possibility of being stopped by the train, whereas traffic along Hwy 20 does not stop because there is an underpass. Industries cannot afford to have their trucks delayed have any extended period of time.

The Southeastern Wisconsin Regional Planning Commission (SEWRPC) is preparing an Industrial Park Absorption Rate Study that will help Racine County, and the Village, determine what land will be needed to meet demand. A Cluster Industry Analysis is being completed by the Tri-County Business Partnership for Racine, Kenosha and Walworth counties. The cluster analysis will help the County, and the Village, identify clusters that are naturally occurring and growing, clusters that are declining and clusters that can be cultivated. The results of these two (2) will be critical to the Village in their planning efforts. The results of these studies should be available in the coming months.

Development opportunities and limitations

The following opportunities and limitations relating to industrial development are supported by the data we analyzed and the comments of the focus groups:

- Utilize the results of the SEWRPC Industrial Park Absorption Rate study to assist in developing appropriate parcel size/acreage for industrial land west of the railroad on Hwy 11.
- Work closely with Racine County Economic Development Corporation to focus efforts to attract and retain manufacturing businesses.
- Redevelop the Internet parcel as an industrial use if parcel becomes available.

### Facilities and Destinations

The City of Racine is the largest community within Racine County and offers many amenities and destinations. The City of Racine offers three convention/trade facilities that provide 8,000 square feet of meeting space at the Racine Conference Center in Gateway Technical College; 10,860 square feet of space at Memorial Hall and over 15,000 square feet at Festival Park Hall. Since many attendees travel via Hwy 11 or Hwy 20 into Racine, the Village of Sturtevant has an opportunity to capture/attract some of these attendees to their own facilities and destinations. In order to do so, these individuals must be able to clearly see that they are entering into the Village through signage and understand what it is that the Village has to offer.

Many communities within Racine County offer hotel accommodations. Hotel development will be attracted to an area based on demand and accessibility. We believe a small hotel or bed and breakfast facility may be commercially viable along highway 11 or 20 corridors but care must be taken to make it distinctive and it must be well-promoted.

Many communities within Racine County offer a wide variety of activities as well, such as the Chocolate festival in Burlington, Taste of Racine and Fall Harvest Days in Union Grove. Apple Holler, located west of Interstate 94 off of Hwy 11, offers several festivals and other seasonal activities.

With the understanding of some of the facilities and destinations that exist within Racine County, the question could be asked what place does the Village of Sturtevant have within the County? And, should the Village promote similar types of festivals or events to attract visitors?

Focus group sessions and stakeholder interviews provided a broad array of suggestions for facilities and destinations that should be considered for the Village. The overall feeling of the public input was that any development should complement the existing character of the Village. One suggestion was for a farmer's market. Racine County is still a strong agricultural community. Research on activities and attractions that exist within Racine County indicated that three farmer's markets currently existing in Racine County, two are located in the City of Racine and one is in the City of Burlington.

Another suggestion was to create an outdoor swimming pool. There is no public outdoor swimming pool in Racine County. This type of use is not likely to be located along one of the Corridors. The preferred location for this type of recreational use is close to the population it serves. While this is certainly an option to create a recreational amenity within the community, the Village should evaluate the feasibility and costs associated with a public outdoor swimming pool. With the Wisconsin climate, outdoor pools are used only 3 months of the year and can be costly to operate and maintain.

Another suggestion involved enhancing some of the existing recreational opportunities that exist within the Village, create more bike and recreational trails and tie into other trails within the County. Individuals today are attracted by the idea that they can park at

one location and bike, walk, ski, etc along a designated trail to other communities and destinations. This kind of effort will not only enhance the quality of life for local residents but also lay the foundation for attracting outside visitors to the community.

The Village of Sturtevant has a long history and connection with the railroad. Local residents indicated that the Hiawatha Bar & Grill has been at that location for 100 years. Looking at museums and attractions within the State of Wisconsin, there are few railroad related attraction in southeastern Wisconsin. According to the Wisconsin Department of Tourism, the two primary railroad attractions in Southeast Wisconsin are the East Troy Electric Railroad Museum and the Kenosha METRA station. All other attractions relate to turning abandoned railroads into trails. The Village of Sturtevant has an opportunity to build upon and celebrate that history.

The long history between the Village and the railroads ties into another potential opportunity. Wisconsin Street was the historical “Main Street” for the Village, due in part, to the location of the train depot on this street. Over time, retail and other business activity shifted towards Hwy 11. Wisconsin Street has an opportunity to be developed into a historical or heritage area for the community. This requires extensive research into the existing buildings to determine their historical significance as well as redeveloping some of the newer buildings into historical structures/facades to enhance the overall feel of such a district.

### Development opportunities and limitations

The following opportunities and limitations relating to facilities and destinations development are supported by the data we analyzed and the comments of the focus groups:

- The Village should evaluate the feasibility of creating a farmer’s market and a railroad museum or other related destination.
- The Village should also investigate developing a historical or heritage district along Wisconsin Street.
- If possible, the Village should enhance local recreational opportunities and tie into other County or regional recreational trails. According to stakeholder involvement, what makes Sturtevant attractive to many individuals is the feeling of community. A farmer’s market, historical district and recreational opportunities will enhance the Village while maintaining the feeling of community.

## 6.0 Appendix

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The tables below show the detailed information for the preliminary retail market analysis. The shortfall analysis was based on the windshield survey of the Village of Sturtevant. The average sales per store were applied to the number of stores in each retail category identified during the windshield survey to determine the existing retail market supply. Table 20. shows the supply, demand and shortfall for the Village of Sturtevant.

Table 20. Retail Shortfall for the Village of Sturtevant

<b>Retail Categories</b>	<b>Supply</b>	<b>Demand</b>	<b>Shortfall</b>	<b>Sales per Store</b>	<b>Possible Stores</b>
Apparel & Accessory*	\$ -	\$7,278,940	\$7,278,940	\$446,479	16.30
Women's Apparel*	\$ -	\$2,054,163	\$2,054,163	\$405,000	5.07
Mens & Boys Apparel*	\$ -	\$1,904,769	\$1,904,769	\$471,429	4.04
Shoe Stores*	\$ -	\$872,352	\$872,352	\$811,765	1.07
Food Stores	\$ 2,462,937	\$10,052,060	\$7,589,123	\$1,200,000	6.32
Eating & Drinking Places	\$ 7,261,084	\$9,397,129	\$2,136,045	\$500,000	4.27
Book Stores	\$ 266,667	\$929,709	\$663,042	\$200,000	3.32
Home Furniture/Furnishings	\$ -	\$2,242,239	\$2,242,239	\$800,000	2.80
Appliance, Radio & TV	\$ -	\$6,141,147	\$6,141,147	\$300,000	20.47
Gas Stations	\$ 5,190,698	\$2,593,047	-\$2,597,650	\$1,300,000	-2.00
Hardware, Lumber & Garden	\$ 3,113,483	\$3,006,548	-\$106,935	\$4,425,000	-0.02

\* Sales per Store based on County Sales

Source: Claritas Inc.

Table 21. shows the supply, demand and shortfall for Racine County.

Table 21. Retail Shortfall for Racine County.

<b>Retail Categories</b>	<b>Supply</b>	<b>Demand</b>	<b>Shortfall</b>	<b>Sales Per Store</b>	<b>Possible Stores</b>
Apparel & Accessory	\$ 16,700,000	\$208,587,193	\$191,887,193	\$388,372	494.08
Women's Apparel	\$ 6,300,000	\$60,398,241	\$54,098,241	\$315,000	171.74
Mens & Boys Apparel	\$ 2,300,000	\$50,012,962	\$47,712,962	\$1,150,000	41.49
Shoe Stores	\$ 4,700,000	\$22,769,464	\$18,069,464	\$671,429	26.91
Food Stores	\$ 195,700,000	\$217,624,401	\$21,924,401	\$3,624,074	6.05
Eating & Drinking Places	\$ 164,600,000	\$230,145,347	\$65,545,347	\$904,396	72.47
Book Stores	\$ 1,000,000	\$27,524,347	\$26,524,347	\$200,000	132.62
Home Furniture/Furnishings	\$ 25,400,000	\$74,819,187	\$49,419,187	\$668,421	73.93
Appliance, Radio & TV	\$ 95,200,000	\$170,057,260	\$74,857,260	\$1,700,000	44.03
Gas Stations	\$ 31,600,000	\$56,819,258	\$25,219,258	\$1,580,000	15.96
Hardware, Lumber & Garden	\$ 157,600,000	\$90,342,767	-\$67,257,233	\$2,158,904	-31.15

Source: Claritas Inc.